The HOUGHTON LINE

REG. U. S. PAT. OFF.

VOLUME XXIX
NUMBER ONE
JANUARY 1923

On Board The FRANEDA

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HEART TO HEART TALK WITH LINE READERS

By the President

R. GEORGE W. PRESSELL, Chief of the Houghton Research Staff, has taken very emphatic exception to the phraseology which I have been using in these Heart To Heart talks describing HOUGHTON'S ABSORBED OILS.

I believe I have said that HOUGHTON'S ABSORBED OILS are composed of a fibrous grease of a spongy nature, which absorbs the proper variety of lubricating oil and creates a grease film between the lubricated parts, and discharges the lubricating oil from its pores when subjected to the pressure caused by friction.

Mr. Pressell contends that the phrase "sponge grease" is used, by the oil trade generally, to describe an alleged grease which is in reality a fibrous soap and which is entirely unlike and dissimilar in every way, to anything used in HOUGHTON'S ABSORBED OILS.

He goes on further to say "*strictly speaking,* HOUGHTON'S ABSORBED OILS *consist really of one oil absorbed in another oil, and that they do not contain greases.*"

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Inasmuch as all oils become greases and all greases become oils, at certain temperatures, it is a nice question as to where we are going to draw the line and say an oil is an oil and a grease is a grease.

What Mr. Pressell means, I suppose, is that we do not use in the manufacture of HOUGHTON'S ABSORBED OILS, anything in the nature of ordinary lubricating grease, because all of these lubricating greases are composed basically of soap, into the pores of which have been absorbed lubricating oils.

Soap in itself is a creator of friction and a mild abrasive, and the slipperiness of soap depends entirely upon the amount of moisture in its pores and on its surface.

If you take a piece of soap and put it in the oven and dry out all moisture, you will find that the residuum is anything but a lubricant.

I have been constantly and intimately associated with the lubricating oil business for almost forty-one years; I have been in intimate touch with the progress which has been made in the various attempts to create theoretical or laboratory tests, by which the quality of a lubricating oil could be ascertained.

In other words, I am familiar with practically all of the principal specifications

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wherein a buyer will say that their machinery oil must be of a certain flash-test, cold-test, gravity-test, and viscosity-test, and I have never yet seen one of those specifications specify the best oil for the purpose, and I have never yet seen one of those specifications which would prevent a successful bidder from supplying an inferior oil for the purpose.

For the most part, the United States Government, municipalities and some of the larger corporations buy on specification, but they do not buy their oils on specifications because they believe by this method they can obtain the best quality for the money and attract to their oil business, the maximum of competition.

The specifications are used to protect individuals—office holders and executives—from suspicion of crookedness.

If the Government were to purchase its supplies on the same basis as the private corporation, those who were not favored with the business would cry aloud that politics or other unfair business methods influenced the person or persons who had the authority to award the order; consequently, no high-grade man would accept a public position and submit himself to such criticism. Therefore, specifications are created and the individual who would

otherwise be criticised, takes refuge back of those specifications.

I know that these specifications are defended, but the defenders are usually with their backs to the attack and on a dead run.

For instance, specifications for cylinder oil will run all the way from 450° flash to 600° flash.

The theory that a cylinder oil should have a high flash-test is based on two suppositions; first, that the oil must not burn at the high temperature of use, but inasmuch as the temperature of no steam engine cylinder will ever run as high as 400° Fahr. and rarely over 300°, and inasmuch as flash or ignition can only be accomplished where there is air as well as heat and there is no air in a steam engine cylinder, and whereas you can feed any kind of oil into a steam engine cylinder—even gasoline—and it won't flash under conditions of service, the theory that a cylinder oil must be of high flash-test, otherwise it would flash or burn in the cylinder, is without the slightest foundation.

Furthermore, the cylinders of an internal combustion engine such as are used in an automobile engine, will run from 600° to 1200° Fahr. in temperature and it is rarely that the flash-test of an automobile motor

oil runs over 400° Fahr. If a 400° flash oil will lubricate a dry bearing at a temperature of 1200°, why must an oil be 475° to 600° flash to lubricate a wet bearing at 300°?

The other theory is that the higher the flash-test of a cylinder oil, the less likely it is to vaporize, but inasmuch as a cylinder oil must vaporize in order to properly blend with the steam, and the more thoroughly vaporized the better the lubrication, any test which tends to reduce the vaporization of a cylinder oil is a test which makes for inferior quality and is the height of ridiculousness.

It is peculiar that the requirements of the ordinary lubricating oil are rather paradoxical, inasmuch as the oil must have sufficient viscosity or at least sufficient adhesiveness to enable it to hold itself between the bearings which it is to lubricate, but the greater this adhesiveness, the greater the friction.

If you had a tub of molasses and a tub of water and you stirred each with a stick, you would readily realize that the tub of molasses required more force to stir than the tub of water, and so it is with a more viscous oil, but an oil cannot function as a lubricant unless it can hold itself in position where it is to function.

With the ordinary railway car box journal, the oil is not of sufficient viscosity to hold itself on the axle, so wool waste is saturated with the oil and the wool waste holds the oil on the axle.

In the case of cup greases, the soap holds the oil on the bearing, but both wool waste and the soap greases—particularly the latter—are power thieves and create additional friction.

Lime is a refrigerant. For instance, lime water is not a lubricant and has not sufficient body to create a lubricating film for even the lightest bearing, yet lime water is a refrigerant and the soap greases, which are rich with lime water mixed with the oil, are refrigerants and will keep a bearing cool. Metal cutting oils are good refrigerants, but poor lubricants.

This phenomenon of refrigeration deceives the uninitiated into believing that because the bearing is cool, there is no friction, but it won't deceive any first-class old-time engineer, who will tell you that the bearings of the entire plant are always cooler on Monday mornings when he starts up the mill after a week-end shutdown and that the load is from 15% to 25% greater when he starts up with the cool bearings than it is three or four hours later after everything is heated up a bit; so you can

see that temperature of the bearings is not necessarily a measure of the frictional resistance, even though there be many learned authorities who disagree with me on the point.

Now in the creation of HOUGHTON'S ABSORBED OILS, we have, as Mr. Pressell puts it, really caused one oil to absorb another.

Our learned friends, the scientists, will probably tell you that before one substance can absorb another, the absorbent must be porous and that porosity is a qualification which is only possessed by solids and never by liquids, but these learned authorities have another guess, because we know positively that oils are porous more or less, and that the porosity increases as their fluidity decreases. However, the absorbent oil used in HOUGHTON'S ABSORBED OILS is not always a liquid in form.

As we go up to the higher numbers used for the heavier bearings, the absorbent oil is a solid at ordinary temperatures, but it is a soft solidity; it is a greasy solidity, not the hard solidity of ice, wax or soap, and even the least fluid of HOUGHTON'S ABSORBED OILS forms a fairly fluid film under the conditions of service, because the force of the friction itself will make such oils possess sufficient fluidity to cause them to

flow in between the lubricated parts and form the proper film.

HOUGHTON'S ABSORBED OILS are all composed of two distinct oils; one, the absorbent or film oil, and the other, the lubricant.

The function of the absorbent or film oil is to form a film between the lubricated parts and hold in absorption and ready for delivery on demand, the proper quantity of lubricating oil; then as the friction increases and the pressure becomes greater, the film oil relieves itself of the lubricating oil, which darts here, there and everywhere, filling up cavities and permitting the least possible friction between the film and the metal, and as a result, those who use HOUGHTON'S ABSORBED OILS have the advantage of as low or a lower coefficient of friction than when the very best and most suitable oil is used; second, they reduce the cost of the lubricants 50%; they increase cleanliness and avoid all difficulty from oil stains, because there is no drip from HOUGHTON'S ABSORBED OILS. The minute there is an excess of oil inclined to drip, the absorbent film absorbs it and holds it in place.

The general cleanliness of the entire place is improved and the fire hazard reduced proportionately.

HEART TO HEART TALK

Now I am not theorizing with you as to the merits of HOUGHTON'S ABSORBED OILS; I am telling them to you and these merits are so well-known that the oils are in large general use.

HOUGHTON'S ABSORBED OILS are not cure-alls or nostrums. It requires a different variety of absorbed oils for different types of bearings, but it requires fewer varieties of HOUGHTON'S ABSORBED OILS than it does of lubricating oils, because with the lubricating oils, in order to obtain the minimum of friction at the lubricated parts, there is always the question of the viscosity of the oil to be taken into consideration where the ordinary oils are used.

That is to say, the oil must not be too viscous and thus retard motion, or insufficiently viscous and thus refuse to hold its place between the metal surfaces of the bearing.

With HOUGHTON'S ABSORBED OILS, any one of the varieties practical will hold its place between the widest range of varied bearings, but the best results naturally can be obtained by using the varieties which are best suited for each particular type of bearing.

The Houghton Research Staff have not been enabled as yet to bring HOUGHTON'S

ABSORBED OILS to such a state of perfection as to be prepared to announce that they have a variety which will cover the lubrication of every type of bearing.

There is no theoretical way of ascertaining which variety of HOUGHTON'S ABSORBED OIL is best for each type of bearing. That knowledge must be obtained by the actual use of the oil on the bearing it is to lubricate, and naturally the Houghton Research Staff have applied themselves first to perfecting those varieties for which there would be the greatest demand; consequently, at the present time, HOUGHTON'S ABSORBED OILS are perfected for practically all types of machine tools, woodworking machinery, textile machinery (excepting spindles), leather working machinery, pneumatic tools, and elevator parts, and, of course, they are adaptable to all other bearings which are similar to the bearings which are used on such machinery.

The use of HOUGHTON'S ABSORBED OILS will reduce the cost of lubrication at least 50%. They will not increase the friction as do lubricating greases.

Wherever the very best grade of lubricating oil has been used, it is more than likely that no perceptible decrease in the friction will be shown in favor of HOUGHTON'S ABSORBED OILS.

Experimentations along these lines upon machine tools using COSMOLUBRIC NO. 2 as the lubricating oil for comparsion (which oil, the reader may know, is the highest priced and highest grade of machine tool lubricating oil obtainable) have shown less than 1% improvement in favor of HOUGHTON'S ABSORBED OILS, and this is the average of numerous tests, and we would not be honest and frank were we not to admit that this difference of 1% might be accounted for in difference of atmospheric conditions, temperature, etc., which conditions in practice cannot possibly be kept with that accurate precision usual in a laboratory test.

Therefore, I think it is perfectly fair and honest to say that there is really little or no difference between the coefficient of friction obtained by the use of the best lubricating oil and the proper variety of HOUGHTON'S ABSORBED OIL, but there is not a sufficient quantity of the best lubricating oils made to lubricate more than about 6% of the machinery in motion, so it is self-evident that there is 94% of the machinery which is not being lubricated with the best oil.

The chances are that you are one of the 94% and that the use of HOUGHTON'S ABSORBED OILS would show a decided ad-

vantage in the reduction of friction, which would reflect in a corresponding saving in coal and repairs which are always incidental to the intensity of the load.

One of the greatest features about HOUGHTON'S ABSORBED OILS is that there is no drip from them. This does away with all stains in textile plants, preserves the cleanliness of the plant and reduces the fire hazard which is always increased by oil-soaked floors, etc.

It is not necessary for me to call the attention of the readers of The HOUGHTON LINE to the fact that the peculiar varieties of crude petroleum known as Appalachian, Pennsylvania and paraffine, are being produced in reduced quantities every year, and that at a very early date we are going to have practically no production of this crude and to remind them also that the oil trade, consumers and experts are all unanimous in the opinion that the best lubricating oil can only be produced from these crudes.

If this be all true, and I know of no one who will question the truth of the statement, it must be self-evident that what has heretofore been known as high-grade Pennsylvania lubricating oil, will soon become obsolete, and that we are at the

Continued on page XIII

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Line Logic

Don't be fooled by comparison of expenses between war-time and peace-time in reviewing either government or business expenditures.

One way to remedy the breaking in on your circuit is to reduce the number of broadcasting stations by taxing them.

If folks were as much interested in saving the daylight during the working hours of the day, there would not be so much agitation about Daylight Saving Time.

Perhaps at times and in places the law is pretty bad, but when Gompers says that "labor is above the law," he certainly exaggerates the condition of the law.

Folks have been seeing things which have not existed and believing things which have not been true ever since history has been recorded, and, therefore, we do not see why our friend Sir Conan Doyle should attract so much attention.

Don't take much stock in the shimmy; it is said to be shaky.

National pow wows are all right if they will keep the World from the everlasting bow wows.

High freight rates drive freight to the highways.

Don't blame the Congressmen; remember you and I elected them.

The history of American politics has been that as soon as the Republican Party creates prosperity, the Democrats are put in office to enjoy it.

Soviet Russia exists because it was claimed that a Soviet form of government could take care of itself. Why then the necessity for all this aid?

A London dispatch announces that peace is in sight in Ireland, but if we remember correctly peace has always been in sight in the Emerald Isle. So has the moon.

As much as may be said in favor of conferences and against war, we nevertheless have the facts that four years of war accomplished much and four years of conferences have accomplished nothing.

There is much satisfaction in the thought that after the Farmer's Bloc obtains everything for the farmer that he desires, the farmer will have to come to the city to spend most of his money.

On Board The Franeda

On Board
The Yacht FRANEDA
PORT OF Daytona, Fla.
December 4, 1922.

HELLO! There everybody.

The last promise I made, as I left my office on the first, to take the "*Florida Special*" for this place, was that I would have a "leader" for the January number in the hands of the proof reader by the tenth, and as I believe I am noted for keeping my promises, here goes.

The season does not open here until the 1st of January, and everything is as dead as a doornail. We have not left our anchorage as yet, and not had a line overboard, so there is really nothing of a sporting nature to recite.

I have had so many requests from LINE readers that I cut the philosophical stuff for a number or so and give them some of my yachting experiences, that in the absence of any other inspiration at this time, I am inclined to comply.

In the first place it is well for you to remember that the FRANEDA is not one of those floating palaces, such as are owned by the Rockefellers of the Standard Oil Co., the Mellons of the Gulf Refining Co., the Woodmans of the Union Petroleum, and other competitors.

The profits of my business will support no such luxury.

The FRANEDA is just a simple little 60 footer, 58 feet long on her water line, 12 feet 6 inches beam and drawing 3 feet 8 inches, 5 inches

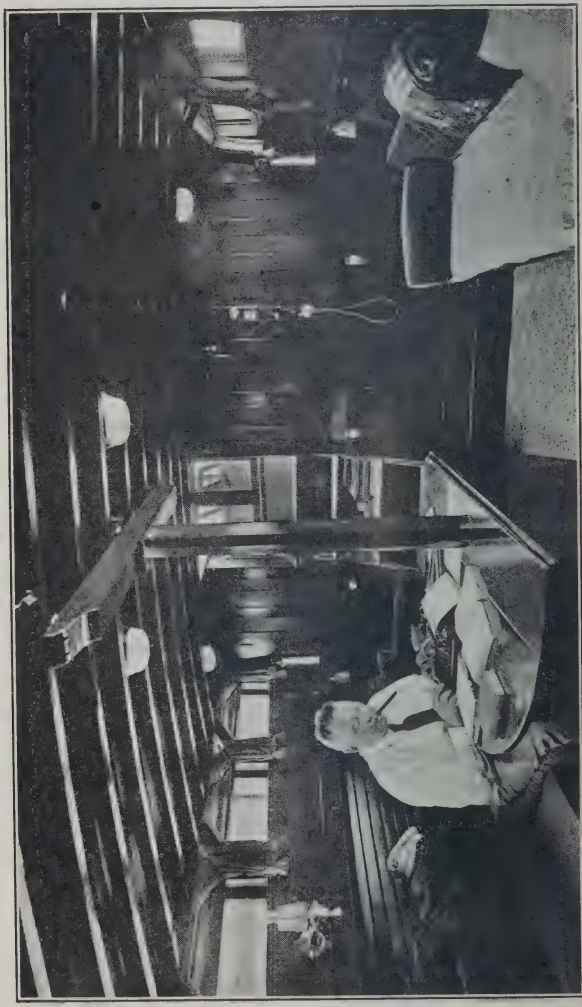
of which is scag. She was built for Mr. Frank Bement, formerly of Bement, Miles & Co., under his personal supervision, and every plank in her is selected timber. She is as staunch as it is possible to make a boat of this size and as tight as wax. She will live in any sea that any other boat her size will live in and is fairly comfortable in the roughest sort of weather. She is powered with a 125 H.P., 6 cylinder Sterling engine, turning over a maximum of 850 R.P.M. and has a maximum speed of 14 miles, and a cruising speed of 11 miles per hour. There is so little vibration that one may write a letter comfortably in any part of the boat when she is under full speed.

The FRANEDA is unique inasmuch as the interior is not cut up into private staterooms and crew's quarters.

The first thing on the boat, that is below decks, is a 40 gallon tank, containing Houghton's Motor Oil. This is located in a chain locker, in which we also carry hams, bacon, cordage and all smelly stuff, so as to keep such odors from the rest of the boat.

Aft of the chain locker and separated by a watertight bulkhead, so that we will keep afloat if we are stove in at the bow, is the crew's lavatory and aft of that is the engine-room, crew's quarters and cooking quarters all combined. This room is ventilated by a main hatch, a hatch to the pilot house, two funnels, large skylight, six ports, two circulating electric fans and one exhaust fan. The cook and sailor sleep in this room upon folding berths.

On the port side aft of the engine-room is the galley, which is more of a butler's pantry as the stove is in the engine-room, and contains



the refrigerator, which is not so important now as in the days B.P. On the starboard side, occupying the same space, is the guest's lavatory, containing about everything that is required in the way of first aid kits, medicines, home remedies and toilet articles. Our bath tub is rubber and collapsible. We have both hot and cold water in profusion.

Aft of the galley and lavatory is the main saloon, which is merely the living room of the boat. Here is where we eat, work and sleep. It is 16 feet long and 12 feet 4 inches in width. The finish is in selected mahogany and the upholstering in blue. There are two berths on each side and the cushions used as backs in the daytime will make up into two additional berths on the floor.

In the center is a mahogany folding table which will accommodate eight. In the aft of the main saloon is the linen locker on the starboard side and two commodious clothing lockers on the port side.

Back of the companion steps leading to the aft deck, is a space for the Victrola and records and the yacht library.

Then comes another watertight bulkhead, so that we will float if we are smashed abaft the beam. The entire space aft of this bulkhead is the lazaretto, in which we carry the ship's stores, gasoline, fresh water, etc.

The aft deck is very large for this size of boat and as many as fifteen may be seated comfortably upon it. Six large wicker chairs and a center table are its permanent furnishings.

The pilot house has every convenience and serves as sleeping quarters for the Captain.

The entire crew is composed of the Captain (who is also the engineer), the sailor and cook, the latter officiating as deck hand in emergencies.

On page 4 you will find an illustration of the Yacht and on page 6 there is a fairly good illustration of its owner, producing this very article for The LINE.

As compared with yachts having private quarters, the FRANEDA has less privacy and more social features under all conditions. It would be impractical for me to use any other yacht of the same size I have ever seen, owing to the fact that they lack the room necessary for me when I am working, for the main saloon has accommodations for files, typewriter and all of the conveniences of an office.

There is a heavy curtain which may be hung down the center of the main saloon dividing it into two compartments and insuring privacy in each.

The electric lighting plant is independent of the main engine, and is a homemade affair, started by Mr. Bement and finished by the Houghton electricians. We have light in abundance and there is no need to be saving with it. Each berth has a reading light, which I find an inducement to retiring earlier. We also have all of the usual electrical contrivances, such as a vacuum sweeper, chafing dish, bed heating pads, irons, toasters, etc.

While we carry a small yawl on deck, when we come down to Florida we usually tow a 23-foot fishing skiff, which is an important factor after we get to the fishing localities, for we fish almost entirely from the skiff.

The skiff is named the HOOK AND LINE and the name came about in this way. I was invited

to address an audience of some twelve hundred folks in central New York state and the toastmaster was an eminent lawyer, politician and orator, who had never heard of me. Did not move in our set, don't you know. When he was requested to introduce me as the "Editor of The HOUGHTON LINE," he misunderstood them to say, "Hook and Line," so he introduced me as the Editor of the Hook and Line, who would tell plenty of fish stories, etc. The next morning when I arrived in Philadelphia, the boat builder called me on the 'phone for a name for the skiff and I told him the first and only thing that was in my mind, HOOK AND LINE.

The HOOK AND LINE is noted for being able to live in any sea that any other boat of any kind will live in and of being the worst behaved boat under tow that ever existed. Her one delight is to butt into the FRANEDA and scar her up.

I am member ex-officio of the crew, and feel that I could take the place with fair competency of any of the members but the cook.

Readers, take it from me, cruising and doing your own cooking is a pleasure which is entirely psychological.

I have had more disappointments, more entertainments, more joy, more sorrow, more embarrassments and more thrills from the FRANEDA cooks than from all of the rest put together.

The worst is not after you find yourself off on a cruise with a cook who cannot cook, if he really knows it, but when you find that you are in for several weeks with a cook who can't cook and thinks he can; it is a living torture. Those are the times when I personally visit the lazaretto

Help to stop this waste

STOP THIS WASTE

IT is your duty to cooperate in stopping all oil and coal waste. According to the leading authorities the end of the supply of crude petroleum is in sight, and the length of time the known supply of coal will last is figured to the year.

Already the supply of those grades of petroleum from which the best lubricating oils must be made, has become so low that it is no longer possible to obtain a first-class lubricant, and the quality keeps on deteriorating.

This means increased friction at every lubricated part, which in turn means increased consumption of fuel under the boiler. This was always a waste, but with coal at its present abnormal price it is a greater waste today than ever.

Lubricating oils as generally used are largely wasted. Authorities differ as to whether 50% or 80% of all the lubricating oils manufactured are wasted; but as there is no difference in opinion as to the waste being enormous, it is not necessary to argue as to the exactness of figures.

This waste of fuel and waste of oil may be obliterated by the substitution of Houghton's Absorbed Oils for lubricating oils.

As the name implies, Houghton's Absorbed Oils consist of a high grade free-flowing lubricating oil absorbed in an oil possessing great adhesiveness and film strength.

The heavier or absorbent oil forms the separating film, and holds the fluid oil on the bearing, much as the waste in a car box journal holds the lubricating oil against the axle journal.

Under increased pressure additional fluid oil is released to meet the demands for increased lubrication. If the pressure is reduced, the excess of fluid oil is immediately absorbed by the heavier or film oil.

There can be no waste, because the absorptive power of the basic film oil will take up the more fluid oil like a sponge and hold it until the presence of additional friction again calls for additional oil.

The reader who is versed in the science of lubrication must appreciate, that if my description of Houghton's Absorbed Oils is correct, it is not only a wonderful product but a great blessing to society, because of the fact that it eliminates so much waste, waste of coal as well as waste of oil.

We do not offer Houghton's Absorbed Oils as a cure-all, for as a matter of fact we have not yet perfected them for use upon certain classes of heavier machinery, but we have perfected them for application to practically all textile and dyehouse machinery, woodworking machinery, leather working machinery, printing machinery and the majority of machine tools.

HELP TO STOP THIS WASTE

Houghton's Absorbed Oils are backed by the HOUGHTON GUARANTEE, one which has made good for over half a century.

If you believe our statements regarding Houghton's Absorbed Oils, you not only want to use them, but it is your patriotic duty to use them.

If you doubt our statements, please let us have the basis for your doubts and more than likely we will be able to allay them immediately.

Remember there is no change necessary in your methods of feed; there is no inconvenience in making the change, but rather increased convenience.

All you have to do to ascertain the superiority of Houghton's Absorbed Oils is to set aside a few machines and try Houghton's Absorbed Oils on them, permitting at least an equal number of the same kind of machines to continue to operate with the oils or cup greases you are at present using, so you may make proper comparisons.

The superiority of Houghton's Absorbed Oils is so pronounced that the difference will be easily noticeable.

E. F. Houghton & Co.

WRITE TO NEAREST ADDRESS
ON INSIDE BACK COVER

and partake most frequently of ship's biscuits and canned goods.

The fact that I left Philadelphia by train on the 1st would, of course, indicate that I did not come South myself in the Yacht. That is only partially true. After the Yacht was fitted out for the cruise, I felt that I would like to take a trial trip in her before I let her go with the Captain, so I boarded her at Philadelphia and went as far as Annapolis, a thirty hour run.

We had a beam sea all the way down the Chesapeake, probably the worst I have ever experienced and it lasted from 10 A.M., from the time we passed Turkey Point, until we entered the Annapolis harbor at 4 P.M. During that entire time it was not possible to light a stove or cook anything and difficult for one to keep his feet, and it was moist, to say the least, when you came out from under cover.

I suppose that the average reader will say, "Well, I do not see the fun in that," or would there be any fun if that were a steady diet. Neither would golf be any fun if it were all bunkers; neither would fishing be any fun if you never caught fish. This sort of thing is merely the hazard of yachting and makes you enjoy it all the more when the going is good.

At Annapolis, the FRANEDA joined the "*Enchantress III*," owned by that experienced Philadelphia Yachtsman, Mr. Louis Burk, and commanded by Captain A. F. Gonzalez, formerly commander of the FRANEDA.

Some day I am going to own a boat, just like the "*Enchantress III*", for she is the lalapaloza in the cruising house boat type. She has all the comforts of the FRANEDA as to commodious space, plus all of the privacy of private

staterooms. As I remember she is 85 feet long and is powered with two Standard engines, which push her along 11 miles an hour. Her furnishings and comforts cannot be beaten. But before I own such a boat two things will have to happen. First, I will have to find the price to run her, and second, I will have to be satisfied to remain at anchor in rough weather.

Captain Gonzalez is a native of Florida and has followed the sea for years and has specialized in coast and inland waterway piloting, so we thought we would take advantage of his experience and sneak down to Daytona in the wake of the "*Enchantress III.*"

All of which goes to prove that in yachting, as in business, the more one can learn from the experience of others the cheaper it is.

By the way, while we are about it, and inasmuch as I am apt to address more than one communication to you from aboard the FRANEDA, suppose I make you acquainted with the crew.

Upon page 8 permit me to present to you Captain George Rodearmel, Master of the Yacht, as indicated by the ship's papers and his master's license on the ceiling of the pilot house. Captain Rodearmel is also Chief Engineer of the Yacht, as well as Superintendent of the Franeda Electric Light Company, Limited.

The Captain has followed the sea ever since he was old enough to get a berth, and is now twenty-three years of age, three of which he spent in the U.S.N., aboard a sub-chaser. Take it from me, if I ever am unfortunate enough to lose the services of Captain Rodearmel, the very first question I am going to ask of each applicant for his position, will be, "Have you ever served on a sub-chaser?" And if he answers in the

affirmative, he don't get the job. The trouble with those who have served on sub-chasers is that they never know when the going is rough. Every time we run into a sea with the FRANEDA, the Captain calmly tells me that I ought to have been on a sub-chaser.

As to the Franeda Electric Light Company, Limited, it has a monopoly of the lighting privileges of the boat and the only plant of its kind in the World, and I am thinking seriously of exploiting the stock. Perhaps we might not be able to have it listed on the regular exchange, or even sold on the curb, but there is the beach, which is even more extensive than the curb.

Next in order of rank on page 10, I will introduce the most important personage upon the yacht—Yama, the Cook—Knight of the Galley—Valet Extraordinaire to the Owner.

Upon the moods of Yama depend the happiness of all on board and be it said to his credit, that he has never been known to be other than in the proper mood. There are just two things that seem to trouble Yama. One is the expense and the other is bad luck in fishing.

One day when we were lying inside Sandy Hook and he had gone with the HOOK AND LINE up to Red Bank to market, upon his return I noticed that his usual smile was gone and when I asked him what the trouble was, he said, "Make Boss bellie much expense."

There never was a better or more faithful shipmate than Yama, and why Americans discriminate against the Japanese I cannot imagine.

I must tell you about an incident that happened when Yama first shipped with us. We were lying at Bayhead, N.J., where we had

broken the coupling on the main shaft, which we had just replaced. It was nearly dark and too late to sail that evening. My grandson was my pal, and he begged shore leave for the Captain and himself, leaving me alone aboard with Yama. As I had much copy to produce, I was more than pleased to have the solitude for my work, and as Yama was clearing off the table, I threw myself down on the port berth for "forty winks" before starting in. I had just dozed off when I heard what I thought was the splash of the oars of a small boat coming alongside. Then I heard coughing and spitting, which seemed to increase in severity as well as sound. Finally I concluded the noise must be from the aft deck and my curiosity caused me to ascend the companion ladder, and there was Yama, holding onto the outside of the rail with one hand and holding a chicken with all of its feathers on it up above his head with the other hand and he himself drenched to the skin.

He grinned and said, "Water bellie walm, Boss," although he was shivering with the cold evening air.

"Where on earth have you been, and where did you get that chicken?" I asked him. "In walta, bellie much walm," was all I could get out of him. And to this day, no one knows where the chicken came from or how Yama came to be overboard. We do know that the Captain did the marketing when in Bayhead, because the stores were in Point Pleasant about three miles distant, which we reached with the Yacht flivver, otherwise known as "Franeda Ford." And we do know that no chicken with the feathers on had ever been purchased in Point Pleasant. Neither was there a chicken

coop anywhere in our neighborhood. Neither was there any conveyance for Yama to have gone ashore in, as the boys had taken the only yawl. Furthermore, Yama was absolutely honest.

Next on page 12 we will introduce the entire crew proper, "Newt." If "Newt" has any other name than "Newt," it is a useless excess baggage, so far as the Yacht is concerned. "Newt's" duties are so numerous that they are impossible of enumeration. These are honest to goodness photographs. I am not ringing in on you movie artists or anything of that sort. We are a handsome crew if you only count the Captain and "Newt," but when you put Yama and myself in it, I guess there is only a general average. "Newt" is noted for one thing in particular; he hates his "Gob uniform" and ducks it every opportunity.

So now you have the merry crew of the good Yacht FRANEDA, which pulled up anchor at the Atlantic Highlands in the latter part of September and started on its southern voyage.

It will be from the main saloon or aft deck of the FRANEDA that I will send forth my messages to The LINE readers for the next edition or so, if I am in luck.

Philosophy alone makes the mind invincible, and places us out of the reach of fortune, so that all her arrows fall short of us.

—*Seneca.*

All a woman has to do in this world is contained within the duties of a daughter, a sister, a wife and a mother.

—*Steele.*

Off the President's Bat

I SUPPOSE that I am what you would call a "sporting man."

From the time I had the price I have usually occupied a ring side seat at most fistic affairs of prominence; I was a baseball fan for years and only fanned out when the game became so highly commercialized; I am on hand to help my favorite team at most college football games; I have seen big Bill Tilden do the best of them several times; I am intensely interested in small boat sailing; I golf, yacht, fish, and play cards; but of all the sports there is none which, for genuine excitement and pleasure, equals the near editing of this publication.

Every time an issue of The LINE goes out through the mail, I know there is going to be a comeback and I am as excited and anxious for that comeback as a boxer is anxious for a counter when he leads, for unless a boxer can take care of himself with a proper defense from counters, he has but little show of being victorious.

The funny part of the matter is that I can usually judge the intensity of the comeback before the issue goes into the mail. If I happen to tread on the toes of the Clergy, the protest is very mild. Somehow old man Swift seems to have been correct when he wrote, "I never saw, heard nor read, that the Clergy were beloved in any nation where Christianity was the religion of the country."

Of all classes of society, I believe that the Clergy are the most sacrificing, with perhaps the single exception of the Nuns. It is rarely that a

clergyman intends to do other than good; he works for a mere trifle and has little or no opportunity to provide for old age or his family, usually being satisfied with the thought that it is a part of the game for a clergyman to become an object of charity in his old age.

Of course, every clergyman believes in himself and this causes him to believe that others believe in him and as he circulates about the community he finds folks polite to him and he mistakes politeness for love and respect.

Why are clergymen not popular?

If I happen to praise John D., there is a fairly good sized thunderstorm, because some folks cannot believe that money may be made honestly or that a man with money may serve any useful purpose to the community. Queer notion, this, which some folks have, that the World can only be aided by the failures and beggars.

Socialism always stirs up the animals. But somehow the correspondence which comes to me on the subject of Socialism is the most reasonable which I receive. Even the extreme Socialists have honesty of purpose, fellowship of man, and true Christianity in their souls, and much logic. In fact, they only stumble when they do not take into consideration that Socialism is only possible in a government ruled by an absolute monarch and that monarch would have to be a good God, and as we know of no other material out of which to build a government than human beings, we will have to get along somehow with a human being government.

The subject, however, which seems to make the record run, is Prohibition. In spite of the

fact that I have never uttered a single word in favor of the rum interests; in spite of the fact that long before national Prohibition was ever thought of, this publication attacked the liquor trade and rum evil for which act it was boycotted by the breweries of the United States; in spite of the fact that I am against the repeal of the Eighteenth Amendment, at least for the present, until it can be given a fair trial; in spite of the fact that I am against the theory of light wines and beers, unless it can be guaranteed that the saloon will be eliminated, there seems to be no end to the condemnation which keeps coming in my mail, from Prohibitionists, who seem to insist that I am doing more harm to the Prohibition cause than any other single man in the United States.

How can I do harm to a cause which has been won?

The prohibitionists have obtained their ideal, but unfortunately the prohibitionists, like all the other reform "ists," do not take into consideration that it is far better that we shall make the World as good as possible and thus by a slow healthy evolution keep the World improving, than try to perform the impossible and create Heaven out of Earth.

The Good Book teaches us that we must die and be born again before we may enjoy the privileges of Heaven, so we might as well be a little patient until our time comes and run this Earth the way the Almighty intended.

It is not because they are really prohibition fanatics that these people condemn me so; it is merely because they commence to suspect that there is some truth in my contentions that after all the passing of the Eighteenth Amendment

did more harm than good. But made desperate by the dawning of the truth on their minds, they fly into a passion of condemnation of the man who is uncharitable enough to say, "I told you so."

Make the Volstead Act a law by so amending it that the people will recognize and respect it as a law. You cannot make laws by merely passing them. They must have the support of Public Opinion. Our system of government provides for the protection of the majority against the minority just as much as it provides for the protection of the minority against the majority. Then play fair and get down to real educational work and vote for those who will uphold the law. Try that for a few years before you talk about repealing an Amendment.

My old chum Chester Rottner, who sells more factory properties in Philadelphia than any other man, accuses me of being inconsistent in having been against this Eighteenth Amendment originally and now opposed to its repeal.

Sometimes a fellow may be "inconsistently consistent," perhaps.

I am opposed to amending the Constitution. I have opposed every amendment since I have been old enough to do so. I would have opposed every other amendment had I been old enough. They were not necessary and the makers of the Constitution knew they were not necessary. The only way to repeal a present amendment to the Constitution is to again amend it. I am against amending. Let the errors which have been committed remain committed rather than give encouragement to an evil which the amendments have aimed to regulate.

"Oh! But Mr. Carpenter, you would not have opposed the Thirteenth Amendment, abolishing slavery, would you?" I hear some reader exclaim.

I suppose not, had I lived at the time of the agitation when the whole nation was aflame with passion on the subject and no one seemed to be able to do the right thing, but looking backward, I can see no more need for the Antislavery Amendment than for the Prohibition Amendment. Slavery had been abolished in the majority of the states. Free labor was proving itself to be the most economical and antislavery would have come in the South eventually as it has come pretty much elsewhere all over the World. The South would have voluntarily freed its own slaves and the negro would have been grateful to the whites of the South and the present class hatred would not exist; there would have been no war and there you are.

The South rebelled because they considered that slavery like unto the liquor question was a subject that the Constitution intended the states to handle individually. And so the framers of the Constitution did intend.

In other words, the War of the Rebellion was an armed opposition to an unpopular law, just as the present protest against the Volstead Act is an unarmed opposition to an unpopular law. I claim, and I believe my claim is supported with the best legal talents who have expressed themselves on the subject, that all of the present fuss and agitation could have been avoided had the extremists and fanatics permitted Prohibition to continue to grow in its healthful evolution, as it did before the passage of the Eighteenth Amendment.

Willie Wiseman

IT has been Willie's observation and Willie has read and observed some, that whensoever it has come to pass that great power has been vested in the control of any one person, group or nation, so as to be a menace to those outside of the controlling factor, society has considered it necessary for its own safety to destroy that power, even though it was necessary to destroy human beings in control of the power to accomplish the destructive process.

Society has never stopped to consider the character of the people possessing the power. The church has always been lambasted by society when it became too powerful, just the same as the brigands and outlaws.

If it be true that there is in the United States a condition whereby a group of about a dozen men may stop the production and transportation of the necessities of life, then society has no time to sympathize with the cause which brought about the concentration of such great power; society, for its own preservation, must destroy the power or else little Willie's dope-sheet is all wrong.

If in the remedying of the evils and injustices suffered by one group of society, all other groups must either be destroyed or suffer worse than the group whose injustices are being remedied, then the remedy is not worth the cost, and society won't stand for it.

It isn't that society loves the workingman less, but because God Almighty made the first

instinct in a human being the preservation, perpetuation and happiness of the entire race.

They do say that civilization moves in cycles. If that be true—then some day we are going to return to slavery.

When Willie has made so bold as to mention this probability, folks who are supposed to be wise have looked upon him as the champion "nut" of the Houghton family, but the wish or belief that a thing will not occur is no evidence that it will not occur.

Willie does not know whether or not, at some period in one of these cycles a different number of people of any nation refused to produce and, therefore, brought grave hardship upon those who were willing to produce, but Willie knows very well that if Willie happens to get hungry and finds himself without something to eat and when cold finds himself without fuel, before Willie will complacently throw up the sponge, Willie is going gunning for those who are responsible and Willie believes that he represents a substantial majority.

Therefore, if it comes to pass that workingmen won't do certain kinds of labor unless they are paid more for the labor than society can afford, and society refuses to pay the demanded price for that labor because it cannot afford to do so, and society must suffer or die because the labor in question is not performed, it requires no philosopher to know that society is going to find ways and means to force the doing of that labor.

It may not be slavery or it may be slavery, but take it from little Willie, the work is going to be done.

present time passing through the gradual disappearance of those oils.

The difference in quality between a high-grade lubricating oil made from paraffine base crude and a moderate-grade of lubricating oil made from asphaltum base crude, is in the fact that the latter breaks down and weakens under the conditions of service.

That is to say, when you first put the asphaltum base oils into service, they appear to give just as good results as the paraffine base oils, but as the service continues, the film of the asphaltum base oil loses its cohesiveness, or in other words, it loses its film strength and breaks down, and excessive friction results.

With HOUGHTON'S ABSORBED OIL we have the absorbent oil as a special film oil which never loses its film strength, and because there is no waste of oil in the use of HOUGHTON'S ABSORBED OIL, we can afford to fill the pores with a high-grade lubricating oil.

Even if eventually we are compelled to substitute a low-grade oil in HOUGHTON'S ABSORBED OILS, we will still have the advantage of having a film which won't break; consequently HOUGHTON'S ABSORBED OILS will correct the greatest objection to the asphaltum base lubricating oils.

HEART TO HEART TALK

Whether you appreciate it or not, sooner or later you are going to use HOUGHTON'S ABSORBED OILS, or some of the numerous imitations which are rapidly coming on the market.

You may not appreciate the superior qualities of HOUGHTON'S ABSORBED OILS, but the oil trade generally do, for they have taken particular pains to learn the facts and they are all as busy as they can be trying in some way, to save their lubricating oil trade which they know will ultimately have to give way to this type of lubrication.

These facts being true, naturally it is to your advantage to try the original at once. Don't gain your first Absorbed Oil experience with an imitation—learn what the original is and then make as many comparisons with the original as in your best judgment you may deem best.

Automobile Lubrication

MUCH is being written concerning automobile lubricants, and a considerable portion of this much is being written by charlatans.

HEART TO HEART TALK

The average user of an automobile knows as much about lubricants and lubrication as the average layman does about astronomy; consequently, the bulk of the lubricating oil sold for automobiles is of the lowest possible cost that will get by.

Engineers—men versed in mechanics who must necessarily be versed in friction and its prevention—know that the short life of an automobile compared with practically any other piece of machinery, is due solely and entirely to excessive friction, and that all excessive friction is due to lack of proper lubrication.

It is true, of course, that engineers sometimes design bearings that it is impractical to lubricate properly with any lubricant.

It is equally true that the early attempts at automobile designing contained a great many such engineering errors, but the car of today ought to be lubricated on an average so that it will give twice the service it really does.

I am perfectly willing to admit that it is just as important to avoid excessive friction in the operation of a car by avoiding the abuses of the car as it is to avoid friction by the proper lubrication.

I fully comprehend that the best lubricated car in the World will not give the

maximum length of service if it be abused, but I do not believe that the average car is abused.

Unless there be some special reason to the contrary, I rarely drive faster than the legal speed limit, and I have observed that even at that speed, I pass more cars than pass me on the road, going in the same direction of course.

The experience of E. F. Houghton & Co. in the lubrication of an internal combustion engine began somewhere in the early seventies, when the Otto gas engine was first introduced and was manufactured by Messrs. Schleichter, Schumm & Co. of Philadelphia, who got into consultation with the Houghton Research Staff, the result of which was the putting on the market by E. F. Houghton & Co. of an oil under the trade-mark name of Otto Gas Engine Oil.

This trade-mark was registered with the consent of Messrs. Schleichter, Schumm & Co. and was the exclusive property of E. F. Houghton & Co.

Previous to E. F. Houghton & Co. putting the Otto Gas Engine Oil on the market, the so-called world experts were endeavoring to lubricate the Otto gas engine with a 600° flash-test black cylinder stock and it was making a merry mess of

things on the Otto gas engine then, as it did later on when the same alleged experts tried to introduce the same oil for the lubrication of automobile engines.

From the initial introduction of the automobile until the present time, the Houghton Research Staff have been intimately in touch with the automotive engineers throughout the entire World, constantly studying the problem of automotive lubricants and lubrication and constantly cooperating with them in testing out lubricants.

Mr. George W. Pressell informs me that at the present time, there are seven manufacturers of automobiles cooperating with his Staff in the testing of lubricating oil upon their cars, but in spite of the fact that the HOUGHTON MOTOR OILS of today are of the very best quality and no matter whether or not E. F. Houghton & Co. may be able to still further improve that quality, there is no possibility of HOUGHTON'S MOTOR OILS becoming one of the generally used oils on the market, because the oils which are going to be most largely and generally used for motor oils, are going to be the oils on which the distributors can make the most profit.

It happened one day that I was in northern New Jersey and found myself in want of oil.

I pulled up to the nearest garage to obtain my needed supply and was very much chagrined to find that the only oil which they sold was a brand which I personally knew to be nothing less than vile.

I tried to induce the garage to buy some decent oil and was practically told that, "Good oil reduces the repairs and poor oil increases the repairs," and he could "make more money selling poor oil than he could selling good oil."

He naturally was in business to make money and what he told me was true, and you are never going to get the best lubricating oil for motors in the average filling station or among the garages. You are going to get the oil which it pays the distributor to distribute, because the average user of automobile oils growls and kicks and changes from better to worse, but keeps right on considering the cost per gallon.

If the average manufacturer would buy his lubricating oil in the same manner that the average automobile user buys his lubricating oil, the machine business and the machinery repair business would be enormously increased, but the average manufacturer is either an engineer himself or has an engineer operating his plant, and knows the difference between poor and

good oil, and it is significant that about 85% of the users of HOUGHTON'S MOTOR OILS are manufacturers—men who are skilled in the science of engineering and understand all about friction and its prevention.

In the lubrication of an automobile you must not overlook the well-known fact that it is the shock which does the damage and not the steady pressure.

Every time an automobile is subjected to a shock, that shock or a substantial portion thereof, is transmitted to every lubricated part the same as if that lubricated part were struck a blow with a hammer.

The tendency of that shock is to separate the oil film and permit the lubricated parts to come in contact, thereby increasing friction, and the difference between a good oil and a bad oil is that a good oil has a tough shock-resisting film and a poor oil has not.

Inasmuch as the shock is always in proportion to the load, a heavy truck is, of course, subjected to greater shock than a light passenger car and, therefore, demands an oil possessing a tougher film.

Our own fleet of trucks is a monument to the makers of the three varieties which we use, in the length of service they give

and the minimum of repairs they require, and while I am willing to admit that the Garage organization is entitled to some credit for their care and upkeep of the cars, nevertheless, the bulk of the credit is due to the superior lubrication which these trucks receive.

"The Story of Rust"

THE war brought the human race to a thorough realization of a great many things that they never realized before, and one of these was the enormity of the loss which occurs from rust.

This waste is so appalling that both the British and the United States Governments have been making special research efforts to study ways and means for its prevention.

During the war the Houghton Research Staff applied itself very vigorously to the improvement of the Houghton Rust Preventives to meet the emergencies demanded by the new conditions of trench warfare and they have been very highly complimented for their success along these lines, and if you are interested in the prevention of rust, not only of goods in transit and

parts awaiting assembly, but in preventing the corrosion of your own machinery, if you will kindly write us for a copy of "*The Story of Rust*," we would be pleased to mail you one free of charge.

The Lubrication of Hydraulic and Pneumatic Machinery

THE use of hydraulic and pneumatic power has become so general that there is scarcely an industrial plant but what is using some variety of hydraulic or pneumatic machinery.

Such machinery, like all others, requires lubrication, and inasmuch as the requirements are special, they require special lubrication.

Air is one of the most elastic of gases, far more elastic than any liquid or solid, and yet it is essential to lubricate the parts of all pneumatic machinery in order to obtain satisfactory, economical, operating results.

Owing to the fact that the atmosphere contains moisture, this moisture is released under conditions of condensation, and, of course, the condensing of the atmosphere generates heat, so that the lubrication of

the interior of a hydraulic machine must be accomplished under conditions of moisture and heat, and these combined conditions very rapidly carbonize the lubricating oil and this condition demands a special oil.

The Houghton Research Staff solved this problem years ago, and they enjoy a very extensive trade on HOUGHTON'S AIR COMPRESSOR OIL.

There is probably no phenomenon which illustrates the aptitude of the average engineer to overlook the importance of preventing friction as the fact that although both steam and air are very elastic, they are both lubricated when used for power, but although water possesses practically no elasticity, it frequently happens that the engineer of a hydraulic plant makes no attempt to lubricate the water used for power purposes.

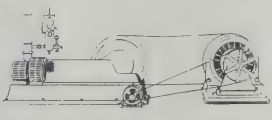
A greater saving can be shown in the lubrication of the water used for power, than in the lubrication of steam; that is to say, it would be more economical to operate a steam engine without steam cylinder oil than to operate a hydraulic plant without lubricating the water.

HOUGHTON'S HYDROLUBRIC is an oil thoroughly soluble in water, which contains no soap or alkali.

When dissolved in a very small portion of water and added to the water of the hydraulic system, it imparts to that water a greasy, oily feel and imparts the very highest lubricant to the lubricated portions of the machinery.

HYDROLUBRIC is extensively used.

I might mention that we have perfected a grade of HOUGHTON'S ABSORBED OILS for both hydraulic and pneumatic machinery and tools, and that HOUGHTON'S ABSORBED OILS are recommended for the lubrication of such machinery and tools by the most prominent manufacturers thereof.



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HOUGHTON'S CYL-TAL is a superior lubricant for the cylinders and valves of reciprocating steam engines.

It will lubricate better at half the cost than the best cylinder oil.

Cylinder oils generally have deteriorated in quality, because of the rapid giving out in the wells which have produced the only

crude from which the best cylinder oils may be made.

It requires only half the quantity of CYL-TAL as compared with the best cylinder oil. This means that practically all trouble from oil in the boilers is eliminated.

HOUGHTON'S CYL-TAL is the one best bet in the Houghton stable of special products.

In continual, successful use for over ten years.

CHAS. E. CARPENTER,
President.

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The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/- per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisements are facts.

Established 1865

E. F. HOUGHTON & CO.

P. O. Box 3078

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

R. CARPENTER," said the General Sales Manager of a leather belting manufacturing company, located in the middle west, "To what do you attribute the success of your Company?"

"That's a very difficult question to answer," I replied.

"Well," said he, "Sometimes an onlooker can see more than those who are playing the game, and my opinion is that your success is due mostly to the following:—

"Fearless Publicity.

"Taking your customers into your confidence.

"Utmost fairness to your competitors."

I thanked him, and was not so much impressed, because when one meets with one's competitors, as was the case when this conversation took place, there is more or less insincere flattery passed around.

The occasion was the Annual Meeting of The National Association of Leather Belting Manufacturers in New York.

I don't suppose you ever heard of The National Association of Leather Belting Manufacturers. If that be so, your case is not exceptional.

The National Association of Leather Belting Manufacturers is the best illustration of how you can add some forty perfectly good fellows together and obtain the result of zero.

They meet, annually, of course.

Some shake hands.

Some make fists in their pockets.

There are as many sincere chaps among the latter class as among the former.

Those who attend don't care much about doing so, but they are afraid to remain at home for fear something will be "pulled off" in their absence.

If they have ever done anything, I never heard of it.

They don't even fight or argue among themselves.

The only thing which can surpass an annual meeting of The National Association of Leather Belting Manufacturers in lack of excitement and interest, is a silent Friends' Meeting.

If one complains, one is told that The Leather Belting Exchange, which includes

some thirty-three of the forty members of The National Association of Leather Belting Manufacturers, is the live wire of the trade and if one wants real excitement, one should join the Exchange.

Now, I am free to confess that I did think of joining The Leather Belting Exchange, when it was first formed, but knowing how tremendously sensitive Uncle Sam is about competitors combining for their mutual benefit, I had the methods and objects of the Exchange submitted to the Company's Counsel and he prohibited our joining, on the ground that the Exchange was an illegal body.

As a result we declined to join and we frankly gave our reason.

What effect this had on the Exchange I don't know.

One rumor says that they were darned glad we were not going to become members, which I interpreted as meaning that they were more than pleased to know that I, personally, would not attend their meetings and have a voice in their deliberations. As I feel my record is such that they must have known intuitively that I would not have stood for their star chamber proceedings and much that they did, I am inclined to believe that this rumor has much truth in it.

Another rumor has it, that they then and there agreed collectively, to so far as practical, aid each other in competing with our Company. I am inclined to doubt the latter rumor.

Surely, we could not have accomplished any such remarkable success with VIM Leather Belting, had there been any such mutual understanding among thirty-three of the most powerful leather belting manufacturers.

They say, "Philadelphia lawyers are the best," and the fact that our Company's Counsel is a Philadelphia lawyer and his opinion of the illegality of The Leather Belting Exchange was confirmed by the opinion of the Attorney-General of the United States and has been concurred in by The Leather Belting Exchange, seems to substantiate the reputation which the Philadelphia legal profession have generally.

About the only exciting thing that ever happened to The Leather Belting Exchange was when it was declared illegal.

Personally, I feel that the actions of The Leather Belting Exchange are a disgrace to the leather belting manufacturing business and a reflection upon the character of everyone engaged in the manufacture of leather belting.

One creates one's own social position by one's business.

Whensoever a substantial number of those engaged in any line of business so conduct themselves as to reflect upon the reputation of the general trade, everyone engaged in that trade suffers.

When one stops to remember that a member of the leather belting trade was selected as a member of the Cabinet of General Grant, and that one of our Ministers to Russia was a leather belting manufacturer, one can comprehend that there is nothing necessarily degrading about the manufacture of leather belting. Therefore, as a leather belting manufacturer and as President of the Philadelphia Leather Belting Manufacturers Association, I am thoroughly within my rights when I protest against The Leather Belting Exchange continuing to degrade the leather belting business.

There are two hundred leather belting manufacturers throughout the United States, of which approximately only sixteen per cent. belong to The Leather Belting Exchange and I am certain that I voice the opinion of the other eighty-four per cent. when I say, that although The Leather Belting Exchange may represent the major volume of production, they in no way reflect

the opinions of the leather belting manufacturers.

"Fair is fair."

And if the individual success of E. F. Houghton & Co. has been due to: "fearless publicity, taking the customer into our confidence and being fair with our competitors," then it would seem to me that the success of The Leather Belting Exchange would depend upon the same policies, but my observation of the publicity of The Leather Belting Exchange is that it savors of charlatanism and quackery; it specializes in restraining from taking the belting user into its confidence and it is utterly lacking in fairness to its competitors—the manufacturers of belting made from other materials than leather.

I am as positive as is The Leather Belting Exchange, individually or collectively, that belting made from the proper quality of leather is the most advantageous to use (ultimate economy considered) in the majority of instances, but I cannot agree with the statements of The Leather Belting Exchange that those who make so bold as to offer belting made of other materials, are immoral, false pretenders, or frauds.

To illustrate my point, suppose I quote a little leaflet, recently published by The Leather Belting Exchange, and assume for

the sake of illustrating my contention, the position of a manufacturer of fabricated belt.

The italics will constitute the quotation and the body type the assumed reply of the fabricated belting manufacturer.

There is one characteristic of the leather belt which has not been dwelt upon with the force and emphasis to which it is entitled, and that is the habit of squealing whenever it slips. Whenever a leather belt, traveling even at a moderate rate of speed, slips on the pulley, whether it is because of an excess load, or because of reduced tension resulting from the slackness of the belt, whenever this slippage passes a certain low point, the belt emits a sound very much like a squeal. This is noteworthy because this squeal is not characteristic of other forms of belting, which in fact may slip very greatly without making any sound.

It is not known at what point the leather belt will begin to squeal. The slippage of leather belt transmitting its load under favorable conditions is usually from 1½% to 2%. Of this amount some considerable amount is considered as "creep," as distinguished from the real slipping of the belt on the pulley, and actual slippage does not begin until after the full effect of creep has been registered, so that a slippage of 1½% to 2% is made up of all of the creep of the belt and some of the slip.

The belt will not begin to squeal until it begins actually to slip, and possibly this point would vary in different belts with different classes of surface or finish, and also with different conditions of tension, load, etc.

But the point to be emphasized here is the fact that the leather belt will not slip to an extent to impair its transmission qualities without giving due notice of the fact, without signaling a note of warning. This is characteristic of no form of substitute belting. It is possible to stand alongside of a substitute belt, which is slipping as much as 10% or 15%, and to be entirely ignorant that such slippage is occurring, unless there be instruments at hand to record it. The eye cannot detect the diminution in speed of either the belt or the driven pulley, and many a belt owner, with the belt running directly before his eyes, is being robbed of power as represented in diminished speed of his machine. Probably he is feeling self-satisfied as he stands before the belt in motion, watching its graceful lines, giving it credit for being a faithful servant, when in fact it is a thief and a robber, and though acting fairly to his face, is depleting his profits.

The honest leather belt is slipping 3% or 4% and making a tremendous ado about it, squealing out its note of abhorrence at the loss and waste, while the substitute, sneak-

ingly dishonest, may be wasting 10 *of its power and saying nothing about it. The one is a faithful retainer, a lifetime servant with almost a human interest in its employer's welfare, and the rugged honesty which prevents its connivance in any fraud, while the other appears to be aware that its life is short and its service but temporary with no interest in its employer's welfare and utterly indifferent to the losses it may occasion.*

The one cries out instantly when its employer is affected adversely, and the other steals his power from under his very nose, just as some adept pickpocket might relieve him of his watch or his wallet, without his knowledge.

Wonderful!

It is to live and to learn.

It has long been said that the Chicago Stock Yards have learned to utilize every portion of a hog but its squeal, now here comes The Leather Belting Exchange and by the aid of intensified research, goes the stock yards one better and utilizes the squeal of a leather belt.

The only thing left to make the accomplishment thoroughly up-to-date, is to interpret the language of the squeal.

In other words, what does a leather belt actually say when it squeals?

Of course, The Leather Belting Exchange displays monumental ignorance when it states that the cause of leather belting squealing is not known, for if it possessed even the elementary knowledge of physics, it would know that there is nothing which is so thoroughly understood to science as sound. We not only know exactly what produces sound, but it is possible to artificially reproduce any known sound; it is possible to record and reproduce sound and to transmit sound over wires or through space.

Any intelligent body of alleged scientists who would admit that the cause of any sound was not generally known, merely places itself in the nincompoop class.

All sound is due to vibrations and if perchance a slipping leather belt produces a sound different from the slipping of any other sort of a belt, we have a phenomenon no different from the sounds produced by drawing a violin bow across the strings of the violin and across the edges of the wooden violin.

We know that some of these sound vibrations are perceptible to the human sense of hearing and others are not, though they may be perfectly plain to the sense of hearing of certain animals. For instance, we have the well-known phenomenon of the

silent dog whistle, which, while not perceptible to the ear of the person blowing the whistle, will be heard by the dog a mile away.

The imagination which can credit to a leather belt some particular virtue, because you can hear it squeal when it slips, can only be surpassed by the imagination which would contend you could tell the quality of the pork which a hog would give by the intensity of the squeal of the hog when it became entangled with a gate.

The question on the face of it savors so of quackery and insincerity that the falsity of it all must be self-apparent to the belt user.

It seems to prove that the manufacturers of leather belting are being pressed hard for arguments in favor of their product when they feature the merits of the squeal.

But as we said before, why not interpret what the belt says when it squeals.

Does the belt squeal, "I am made of sole leather and was never intended for such a strain?"

Does it squeal, "I am full of belly stock and can't stand this load?"

Does it squeal, "I am a shoulder belt and am expected to slip, because my surface

does not have the same friction as a center stock and I have a right to squeal about it?"

Does it squeal, "I am just one damned fraud of a belt, made from leather but filled with all sorts of dope, from glucose up, to make me look as if I were fit, but I can't do a real leather belt's work?"

If we are going to take the squeal into the consideration of belt quality, in all fairness let us ascertain the language of the squeal.

Of course, The Leather Belting Exchange is all-wise on the subject of belting, for have they not had research work done at great institutes of technology and engineering colleges, but nevertheless, as a humble manufacturer of fabricated belting, I always understood that "belt creep" was as apt to be with the momentum of the belt as against it and I feel certain that most authorities will agree that "belt creep" is usually with the belt on light loads, rather than against it. As all of the tests of The Leather Belting Exchange, by which they have arrived at their conclusions, were made with one-inch belts, upon loads of from three to five H.P., it would seem somewhat audacious, to say the least, for The Leather Belting Exchange to claim that the "creep" should be subtracted from all leather belt slip. Or is it, that in their

Continued on page XIII

The HOUGHTON LINE

REG. U. S. PAT. OFF.

FEBRUARY 1923

VOLUME XXIX *NUMBER II*

Line Logic

The most powerful nation in opposition to taxes is indignation.

Because there be those who are always taking the joy out of life is the reason why we should keep right on putting the joy in life

If the Versailles Treaty had only forbidden Germany to underbid the Nations that had gone to all the expense to lick her, it might have accomplished something practical.

In seeking a house or apartment, be not confused by the two phrases diametrically opposite in meaning, "Moderate Rent" and "Modern Rent."

In forbidding war gas much was accomplished by the Conference, but why did they not go a little further and forbid this peace gas of which we have already had a surfeit?

Any time your telephone does not work, ring up Information and report the matter.

One great advantage of Prohibition is that it is killing off the idle rich who can afford to pay the price.

The World welcomes peace with Ireland, because the World has always been wondering what would come next.

This melting pot business is all right, providing a liberal dose of soap and water be applied previous to all ingredients entering the pot.

There are those who believe that the Declaration of Independence was a document originated for the sole purpose of lowering the price of tea.

It is too bad that war cannot be restricted strictly to the "Pay-as-you-enter" plan. It would deter some and make the aftermath so much less complicated.

The thought that the craze of women for smoking will be cured because the common women have taken to it is not supported by the experience of the men.

Lenin says that he is disappointed with the Russian people, but perhaps the disappointment is mutual. The Russian people undoubtedly thought that Lenin could install a Government which would support them without working and Lenin undoubtedly thought the Russian people could live without eating.

Wehaha

On Board
The Yacht FRANEDA
PORT OF Miami, Fla.
January 10, 1923.

IT was noon when the FRANEDA pulled away from the dock of the Halifax River Yacht Club at Daytona, for her cruise south, and she had proceeded only five miles when those aboard proceeded to remember what they had forgotten, which necessitated the Captain dropping anchor and returning to Daytona, consuming half the afternoon before we were "up anchor" and off again.

When I came aboard, I had noticed that for the Captain, he was unusually sober looking, for ordinarily Captain Rodearmel is happiest when he is leaving any place; it makes no difference whether it is a metropolis or a dump.

Later I went to the pilot house to relieve the Captain at the wheel and I said to him, "Cap! Why so sober? No bad news from home, I hope?

"No, Mr. Carpenter, nothing but good news from the North, but last night I got all mixed up with a blooming Seminole, who has given me the creeps. He claimed that science and education had destroyed the natural ability of the white man to see and do things, which the uneducated Redman possessed. He talked in such a solemn manner and looked so wild like, that he got on my nerves. Say, Mr. Carpenter, do we go anywhere near Lake Okeechobee? This Indian guy says that there are crooks of all sorts

there, wanted by the Government, and that no one dares go and take them, because the Indian can put the 'Jinks' on anyone who comes up that way. He told me that if I would induce you to take him on as a guide, he would show us such hunting and fishing as we never imagined were possible and he said that he would not ask us to pay him a cent until he made good. Ugh! That Redskin certainly has got on my nerves."

About 14 miles south of Daytona we began looking for an anchorage, as the sun was beginning to disappear. The Captain was still as serious as a judge. Suddenly we realized that we had lost the channel beacons and were in shoal water.

The moon had just begun to show itself over the tops of the trees on the banks of the lagoon, through the shoals of which we were endeavoring to push the Yacht. Suddenly there was a jolt and the Yacht came to a dead stop, hard aground, a not altogether unfamiliar situation when one is endeavoring to navigate the Florida inland waterways with 4 feet draft.

We had no sooner realized our predicament, than the Captain let out a more forcible than elegant exclamation and reached for his rifle.

"What's the matter?" I asked.

"Look! There is that damned Indian now!"

And sure enough, in the light of one of the most gorgeous moons I had ever seen, there sat in a canoe, what appeared to be a strangely attired individual, most certainly not a Caucasian.

He was some 50 feet off the starboard bow, and his canoe moved through the water without a sound or a splash from his paddle.

He uttered not a sound; came alongside, nimbly and gracefully leaped from the canoe clear over the rail and landed on the aft deck.

As I walked aft from the pilot house to greet him, I had a sort of a squirmish feeling myself. Not fear exactly, but something like a premonition that there were going to be doings.

I was, therefore, somewhat relieved when I looked back over my shoulder and noticed that the Captain had full command of the situation through the pilot house window, his rifle still in hand.

"To whom am I honored by this visit?" I attempted to say in stage fashion, but I am afraid that I "mouthed my words" as they say in Hamlet. However, his Indian Highness lost not a whit of his stage manners. He was all dressed up, like a lot of Philadelphia Shooters in a New Year's parade, entirely different from the dirty looking Indians whom I had known in the West. He looked as if he had purchased his "get up" at a charity rummage sale.

"I am Wehaha, Chief of the great Seminoles," he ejaculated.

"Glad to see you, We; any relation to Minnie?" said I, thinking it would be better to avoid all trouble and be familiar like, forgetting that one should never try to get fresh with royalty.

Not a muscle in Wehaha's face changed, and there was that far-away, terrible look in his eyes.

"The paleface knows much from books, but he who learns from books, kills knowledge which the Great Spirit gave him. The paleface

WEHAHA—*Sketched from Memory*

has many languages; many books explaining those languages; many teachers teaching those languages and much discussion as to what is correct. The Redman has but one language; it is spoken alike by all of one tribe, and it has been handed down without books for generations and there is no dispute and there are no teachers."

"Look here, We," said I, "if you think you are going to get a rise out of me claiming that the English language is worse than heathenish, you are all off your bearings, for I not only admit it, but I agree with you in every detail and to prove the hatred which I have for the English language, I come nearer to murdering it than any modern writer."

"The paleface labors for money and exchanges money for food; the paleface knows not the necessity of hunting. Necessity of hunting for food has given to the Indian a great power—a power given to the Redman above all other races, to scent game where it is most plentiful. Wehaha can guide you to where there are more fish than were ever seen by all palefaced men combined; where there is so much fowl that when they fly they will so dim the brightest sun as to make it look like a dark night; where deer, bear and wild big game are as thick as people on the streets in the great paleface cities."

"How did you say, you could do all this, We?" I remarked.

"By the natural instinct given to the Redman only, by the Great Spirit of the Happy Hunting Grounds."

"But if this all be so, why don't you organize a 'skindicate' and float the stock and put the game on the market?"

"The Great Spirit gives not to the Redman, Redman's knowledge to use in paleface ways. Even paleface when Wehaha guides him to the game, will be able to take no more than what he can use for himself and friends."

"Say, We! I will have to take off my hat to you. You are the only man I ever met who has anything on Babson. You are wasting your time down here, with this 'game preserve stuff.' You want to go North, start a statistical bureau and 'cap' the stock market. Then go around the country in that costume of yours and with that stage dress and annunciation, you would be the all-star attraction for Rotary Clubs, Kiwanis Clubs, Lion's Clubs, Ad Clubs, Credit Men, Boards of Trade, Chambers of Commerce and such other organizations who like to play host to fellows who will hand them a liberal supply of 'bull' in return."

"The great Wehaha asks for no money. Wehaha will lead you to the Hunting Grounds. Then when you have caught and killed all you want, you pay Wehaha only what you think it worth. All Wehaha asks is that you follow Wehaha's directions."

"Don't have to surrender our firearms, do we?" said I. "For I am like some of the European nations; I don't take much stock in this disarmament business, so long as I scent danger in my vicinity."

"The paleface surrenders nothing. The paleface cannot comprehend knowledge beyond books. The paleface can only calculate in three dimensions, with all his science. He can multiply two inches by two inches and produce an area of 4 square inches; he can multiply that area of

4 square inches by 2 inches and produce a solid of 8 cubic inches, but he cannot multiply that solid of 8 cubic inches by 2 inches and tell what it will produce. The great paleface chiefs of science call the multiplication of the cube dimension into the next dimension, 'The Fourth Dimension,' and have spent years in trying to discover what it is. The Redman has known what it is and lived in the Fourth Dimension for ages and it is in the Fourth Dimension Wehaha will take you to hunt."

"Not me," said the Captain, "and I am Captain of this Yacht."

"That is true enough, Cap," said I, "but don't forget that you are sailing under 'Owner's orders'."

"But the law says that I only have to obey sound and sane orders and there is nothing sound or sane in following this crazy gink to the Happy Hunting Grounds. I tell you he gives me the creeps. I don't like him and I ain't going to have nothing to do with him or anything that he has anything to do with."

"I thought you would try anything once, Cap. I am as convinced as you are that this chap is a fake. But don't we go to the county fairs and side-shows at the circus for the fun of being swindled and how is he going to swindle us if there is no fixed price set? What did we come down here to Florida for, anyhow? To play a sure thing? If so, we might as well have taken a train."

"The first thing we will find ourselves, Yacht and all, up to that Lake Okeechobee of his, 'from which no white man ever returneth,' not even if

the whole United States Army goes after him. I tell you, Mr. Carpenter, you may have my contract; I will take my little old license from the pilot house and go on my way."

"Say, Wehaha, when can we pull off this hunting matinee?" said I, ignoring the Captain.

"The Redman is always commanded by the Great Spirit. The Great Spirit say, we hunt right now, in the moonlight."

"Well, Cap, what have you to say to that? I don't know the geography of Florida very well, but I will bet that Lake Okeechobee is 80 miles or more from here as the crow flies and due west, inland. If he can get us and the Yacht over there before sunrise, I am willing to take a big chance to see him do it."

Take my advice and never engage a Captain who has learned the sea in the United States Navy sub-chaser service. They have a vocabulary of profanity all their own. You can tell that it is the United States Navy sub-chaser brand, the minute you hear it, just as you can tell Limburger cheese the minute you smell it.

I have spent more time training the Captain to forget his United States Navy phraseology of emphasis than I ever did to break in a high-bred colt, back in the days when I dabbled with the horses a bit. I succeed wonderfully so long as everything goes smoothly. In fact, I have got the Captain to a point where he thinks it is undignified and a reflection upon the honor of the Navy to use the United States Navy brand upon anything other than the most important occasions, but when the important occasion does arise? Oh! Boy!

Well, this was an occasion of extraordinary importance, for the Captain was too much of a sport to hold out and yet he had to just pay his respects to Wehaha in the plain and unvarnished United States Navy lingo.

It was terrible while it lasted, but it had about as much effect on the features of Wehaha as water does on one of our life buoys.

"What is the meaning of Seminole?" asked the Captain.

Of course, I did not know, but one who has the reputation of being a scholar must never acknowledge his ignorance to his Yacht Captain. "It is not being done." So I said, "Seminole comes from the Latin, 'semi' meaning half, and 'nole' meaning nothing; Seminole meaning the half of nothing."

Quick as a flash, the Seminole turned on me and with a majestic wave of the hand, he said:—

"Seminole means 'runaway.' The Seminole takes his name from back in the eighteenth century, when our great Seminole Chief led us away from the Creeks. The Seminole is what the paleface calls vagabond. We prefer to wander, but paleface has taken so much land there is no place left to wander."

"All right, We, we won't quarrel over such a small difference of opinion. If you would rather be a vagabond than the half of nothing, take your choice, but why waste time with words. The Captain has decided to go along, so let's get busy on the hunt."

The Captain had been below in the meantime, and now emerged from the aft hatch. "Well, Yama has quit and wants to go ashore

at once and I can't do anything with him. I tell him he can't go ashore in this jungle and I will be damned if I take him back to New Smyrna in the small boat and the Yacht is not going to move from here until the next tide. I don't care how much supernatural power the Red gink claims to have. But I know a Jap. When he once quits he quits for good and there goes the best cook and the grandest pie maker in America, all on account of that cheap imitation of a Wild West Show there."

I also know the Japs. A Jap never gives you any argument; he just quits and he seldom changes his mind. So as I, too, had no great hankering for either the Captain's or my own cooking, for the only difference between them is that one is worse than the other, I swung myself down the cabin companionway and opened the galley door, hoping that something would occur by which I could induce Yama to change his mind.

One look at Yama's face was enough. No one would have taken him for a yellow man, for he was as white as marble and looked a hundred years old or more. He was standing in the galley, suitcase in hand, attired in civilian's clothes.

"Yama go shore," was all I could get him to say, and I finally lost my temper and said, "Well, go ahead." But the Captain reminded me that if we did not watch our step, Yama would appropriate the yawl which was on the davits.

I was afraid to make any inquiry about Al, the sailor, and I was equally determined that I would see the whole thing through, feeling that the most likely way to get Yama to remain was

"EXPERIENCE IS THE BEST TEACHER"

By
CHAS. E. CARPENTER

E. F. HOUGHTON & CO.
PHILADELPHIA

Experience is the Best Teacher

THIS axiom is as true today as it was when it was first uttered—perhaps centuries back—by one of those Reformers, who, because they were proficient in appropriately expressing apt truths, obtained the reputation of being philosophers.

But it does not mean that every person should learn by his own experience. When we learn from a textbook, if the latter is of the proper sort, we are merely learning from the recorded experience of others. When we see strychnine administered with fatal results, we learn from the experience of another not to take the poison ourselves.

G. H. Lewes says:—

"*Not only the individual experience slowly acquired, but the accumulated experience of the race, organized in language, condensed in instruments and axioms, and in what might be called the inherited intuitions—these form the multiple unity which is expressed in the abstract term 'experience'.*"

Since before 1868, probably as far back as the first establishment of E. F. Houghton & Co., the Houghton Research Staff has been ascertaining and recording not only the experiences of one person, or a group of persons, but of thousands and thousands of persons, in all corners of the world.

Experience is the Best Teacher

Our worthy competitors criticize us, by saying that we claim to know too much. If you desired certain knowledge and went to your library and inquired of the librarian and he directed you to the proper publication where the desired knowledge was obtainable, you would not accuse the librarian of knowing too much?

In the Houghton Library we are apt to ask the Librarians anything, from the weight of a pin to the effect of lactic acid upon a hide, and receive from them what we have on file regarding the matter.

We certainly do not think for one moment that these Librarians are pretending to know, of their own knowledge, the information which they furnish, or do they pretend to.

Now, because of the advantage of experience—experience of others as well as of ourselves—and the concentration of our energies within certain limits, we have been enabled to get the start upon our competitors in the way of being able to furnish knowledge, rather than in "knowing how," and this sort of thing, like the Houghton Library, in which the information is a matter of record, is something of slow growth and cannot be forced or bought

with money; our competitors, generally speaking, are lagging behind, or perhaps it might be more appropriate to say, are patiently following.

The fact that the Houghton Products are watched with a more careful eye than those of any other concern in the trade and that no sooner does a new Houghton Product appear than attempts at imitation of it are numerous, is significant proof, in itself, of merit.

It shows that the consensus of the opinion of our competitors is that our products are worth while and, therefore, worth imitating.

We have no complaint to make of the imitations. They are a most valuable incentive to us to go on and do better than the imitators. But we do ask in all fairness that the merits of the original shall not be judged by the demerits of the imitations.

CHAS. E. CARPENTER,
President.

to show him the foolishness of his fears, for there was no mistaking the fact that the Indian had the livers scared out of the Jap, so I returned to the deck.

"Well, We? Start the reel, we are all set," said I.

Whereupon Wehaha produced an odd shaped stone flask and said, "Before the paleface can see with the eyes and smell with the nose of Redman, and before the paleface can hear the crawl of an alligator ten miles away like unto Redman, the paleface must drink of the blood of a white snake."

I took the flask and sniffed it. The odor was not entirely unfamiliar. I poured a little of the fluid into a glass and as I expected, it was colorless.

"We," said I, looking at him sternly, as if for the first time I had lost my patience, "I am one of a number who has no great amount of respect for the Volstead Law. Whether I ever was guilty of breaking that curiosity is not pertinent to the question, for I do not propose to create government witnesses for the prosecution, but there is one point at which I have always drawn the line and that is 'Moonshine.' Why, We, you ought to be ashamed of yourself, down here, with the Bahamas so convenient for Scotch and Havana so convenient for rum, to trot out that sort of lotion. I will have none of it, if it breaks up the party. It may have come from a white snake; me thinks the snake was the coil of a still and I am inclined to believe that you have the species mixed and that it is from a copperhead."

The Captain was thoroughly ashamed of his display of seeming cowardice and more than anxious to get back at me for taking advantage of his momentary fear, so, evidently seeing his opportunity, he walked over to We and said, "Say, We, I have never before refused to try anything once and I have concluded not to weaken now. So to get this reel started, I will tell you what I will do. I am no drinking man. I seldom touch a drop of the stuff. But I will agree to drink one-half as much of that white snake moonshine as you do, providing the Commodore drinks the same as I, and providing also that I do the measuring."

"All right, Cap," said I. "Go to measuring. We have been wasting too much time already in masticating the textile. As they say in the movies, 'On with the Hunt'."

The Captain with steady hand (I must give him credit for that), took the stone flask from the Redskin, poured out half a wine glass for me, and an equal amount for himself and a full glass for the Indian and if there were any cheating, the Indian got the worst of it.

The blood of the white snake once down, all of that feeling of apprehension seemed to disappear.

To my surprise, the Captain walked over to Wehaha and said, "Say, old chap! Just to show you I am a good sport, here are ten bucks before we start and he peeled two five-spots off his roll. Ordinarily, I would have reminded the Captain that that roll was Yacht's money, and that he had no right to give it away. But for some reason, I had not the slightest desire to object to anything.

Looking up the stream I saw what appeared to be a wave of water coming down, much like that which occurs upon inland streams when a dam breaks. In less time than it takes to tell it the FRANEDA was afloat and the Captain was down in the engine-room starting the engine.

Wehaha took his position in the pilot house and it was self-evident as we went back almost past New Smyrna, that we had run up the wrong side of an island. No sooner did we pull into the main channel and pick up the beacons again, than the strangest commotion occurred in the water.

Fish were jumping everywhere.

"Paleface! Fish!"

Was Wehaha's command, but before we could get the lines baited, the fish began jumping on the deck. Al, the sailor, procured the crab nets and began scooping the fish in. The Captain grabbed his rifle. He has a mania for rifle shooting.

I attribute all of our misfortune to the fact that he shot a pelican just outside of Daytona.

So as the fish jumped from the water, the Captain would crack them with his Remington.

There were Barracudas (*Sphyraendiae*) Genus Mullus Linnaeus, Chub-Mackerel, Tinker Mackerel, King Mackerel, some of them 60 pounds or more, Spanish Mackerel (*Scomberomorus maculatus*) by the thousands, 5 to 7 pounds each. I killed over fifty of these with the boat hook. One big Swordfish (*Xiphiidae*) came aboard, but Al shot him with his 22-Savage. Plugged him right in the eye. Six Sailfish, each of them 6 feet in length, if they were an inch,

sailed impudently on the cabin house; they were of the family *Istiophoridae*, the best specimens. I took the crawfish spear and landed every one of them.

In fact, they came in hordes. Lines were not thought of. Everything began to smell so much of fish that I became fearful the old New Bedford saying, "Once a fishing boat, always a fishing boat," might apply to the FRANEDA, for they do say that when a boat has been used long enough to be thoroughly impregnated with the odor of fish, it is never fit for anything else.

So I called to Wehaha, "Cut this fish reel and bring on the fowl."

In less time than it takes to change a reel in a movie, the rays of the moon became dimmed with what I, at first, thought were clouds, but what afterwards proved to be birds. I must confess I am no bird gunner. I think a bird is too beautiful to shoot. I cannot hit a balloon with a shotgun. In fact, we had no shotgun aboard. But the way Wehaha produced game made the ordinary hunting implements superfluous.

I regret exceedingly that I am so lacking in knowledge of zoology, particularly in ornithology, and I am, therefore, unable to describe minutely the various sorts of birds which made their appearance. But owing to my reluctance in killing birds, I confined my efforts to the flash-lights and camera. I flashed at least a half dozen views of Wehaha and the clouds of game birds.

My one recollection was that there seemed to be no song birds.

Those who have seen the antics of a flock of gulls and heard their weird cries as they

swarmed around a boat where fish were being cleansed and the offal thrown overboard, have a miniature demonstration of what the weird cries of this vast multiple of flocks of birds of every known variety, inhabiting Florida waters, sounded like. It was maddening.

Having taken as many photographs as I desired, like unto MacDuff (or whoever the guy was), I cried "Enough," and then feeling as if I owed Wehaha an apology for doubting him, I walked up to the pilot house, placed my hand on his shoulder and said, "Chief, I apologize for my skepticism, and here is substantial proof of my sincereness," and I peeled off five real twenties of my roll and it was not Yacht money, either.

"Come on with the big stuff," roared the Captain, now more excited than a kid of three who is led in for the first time to see a Christmas tree.

By this time it was daylight.

Wehaha held his hands up to his mouth, directed that the Yacht should be stopped and gave out three shrill cries, the like of which I had never heard before.

Immediately there put out from the shore, four canoes, each of them heavily loaded with a mysterious material which we afterwards discovered to be blankets.

As we had been going steadily all night, never thinking of sleep in our excitement, we had, by this time, got well down into the Indian River.

When I saw that they were bringing large quantities of blankets aboard, I concluded that I had obtained the solution of the problem.

Just as in Florida, they resort to every possible device to sell you real estate and some that is not so real, I concluded this was a scheme to sell blankets. But I determined that the show was worth the price of admission and that I had no kick coming, but just to keep up the conversation, and in order to let myself out of the touch as easily as possible, I explained to Wehaha that if there were one thing of which we had a superfluity aboard, it was blankets. But Wehaha simply said, "Paleface know nothing of hunting big game from Yacht."

Now, of course, that never occurred to me. I had been on the plains back in the days before the American Buffaloes were entirely extinct, and I had seen big game hunted from some of the camps with which I had been associated, but I had never heard of hunting big game from a sixty-foot power yacht before.

So the strange men in charge of the canoes proceeded to load the blankets on the FRANEDA and to scatter them about loosely, until my curiosity again got the best of me, and I asked Wehaha the why and wherefore of the cabin house and decks being covered with blankets.

"Watch and learn," was the only reply I could obtain.

So under the spell of Wehaha, the Yacht was directed under the trees and there in the trees were deer and moose gracefully clinging to the limbs with their antlers; buffaloes skilfully balancing themselves as they walked out on the limbs, like unto trained bears at a circus, walking a tightrope; black, grizzly, cinnamon and brown bears, swinging from the branches by their tails, viewing the strange Yacht with wonder and

distrust, and many other specimens of animals with which I am not familiar, including all sorts of apes and monkeys, who amused themselves throwing cocoanuts at us. And as they fell to the deck with a dull thud at each crack of the rifles, I comprehended that the function of the blankets was to protect the deck and prevent the force of the fall causing the hoofs and horns to penetrate.

To one of my sensitive tastes, who abhors killing generally, it was a wasteful slaughter, and so soon as I had taken a half dozen kodak views of the sport, I cried, "quit."

What happened after this is not exactly clear to me.

I awoke with an awful headache long after sunrise, only to find the Captain and Al sound asleep and the Yacht floating aimlessly somewhere around Cocoa. Yama was gone, as were Wehaha and the blankets, and they did not leave a forwarding address. And the strangest part of it all is that they took every particle of fish, fowl and game with them.

I awakened the Captain, but he had a grouch and was again in a serious mood.

While we were partaking of a very limited self-made breakfast, the Captain said to me:—

"What did you say Seminole meant?"

"The half of nothing," said I.

"What does Wehaha mean?" he asked.

"Wehaha comes from the two Greek verbs, 'we' meaning little, and 'haha' meaning laugh, or little laugh."

"Say, Commodore," said the Captain, "you may be all right on civilized languages, but I think you are in bad on this Indian lingo. If that guy was the half of nothing, God forbid that I should meet the whole and if that laugh he gave us was a little laugh, I want to pass out before he hands us a big laugh."

Of course, I took satisfaction in the thought that we had the photographs to prove the facts, but alas, they came out total blanks.

Now what was it?

It certainly was not the blood of the white snake, for Albert did not partake thereof, and is a witness that all that I have here described came to pass.

It was not spirits, because we have it on the word of Conan Doyle that you can photograph spirits and nary a photograph could you get of these phenomena.

Perhaps it was our subconsciousness, as featured by Upton Sinclair in his "*Book of Life*," which explains everything.

At any rate, you have the facts as set forth in The LINE, and we invite any college of real standing, to appoint an investigation committee to inquire into the authenticity of this narrative, reminding the various institutions of learning who might be induced to appoint such committees, that no investigation will be possible without the proper supply of the blood of the white snake.

Of what delights are we deprived by our excesses.

—*Joubert.*

Off the President's Bat

ELBERT HUBBARD used to say, "Folks believe what they want to believe." No man ever uttered a truer word.

It is really wonderful how a rumor will spread, which has absolutely no foundation of truth, other than in the imagination of those who originate it, just because folks want to believe it.

Here is an illustration:—

In 1917 our Board of Directors appreciated that when the war boom was over and business passed from a seller's to a buyer's market, every sales organization would be in a state of demoralization.

For the purpose of forestalling this condition, so far as possible, E. F. Houghton & Co. determined to engage, for the direction of their sales department, during the reconstruction period, the best man obtainable, with sales managerial experience.

They were fortunate in finding Mr. Felix Shay, about to terminate his contract as General Manager of The Roycrofters, where he succeeded the late Elbert Hubbard.

Felix was duly engaged.

From the date Felix took up his duties as General Sales Manager with us, the rumor has consistently and persistently been spread that Felix writes The LINE and all I do is to lend my name.

The fact that The LINE was issued regularly for over ten years before any of the Houghton

folks knew Felix, was scrapped as a fact which interfered with a belief, just as all religionists of all creeds scrap facts so long as they interfere with their desired beliefs.

No one enjoyed the joke on Felix more than I did, for the one thing that Felix would not do for our Company, and the one thing which it was agreed that he should not be asked to do, was to write for The LINE.

When it was suggested that he might write just one article a month so as to prepare himself and the readers for the time when I might be gone and The LINE would have another editor, Felix replied that The LINE was my own personality, just the same as *The Philistine* was the personality of Hubbard; that the first thing he had advised when at The Roycrofters was, that because Hubbard was gone and his personality could not be replaced by another, the publication of *The Philistine* be discontinued, and it was.

Felix never wrote a word for The LINE and now that he is in far-away lands, probably in the jungle of Africa, satisfying his desire for travel and adventure, I feel that it is not right to have the Near Editorial stuff which appears in The LINE blamed on him and, therefore, for the sake of Felix, whom I love, I make this denial.

Patience is a necessary ingredient of genius.
—*Benj. Disraeli.*

Those who seem to lead the public taste are, in general, merely outrunning it in the direction which it is spontaneously pursuing.
—*Macaulay.*

Willie Wiseman

IF there is one thing that obtains Little Willie's Angora more than another, it is these salesmen who start in business for themselves with the firm belief that they are going to put the old concern out of business.

Some two years back Willie was sitting in the corridor of one of the Statler Hotels, when in blew a noisy chap, who was about a seventy-five point salesman.

"Did you hear the news?" he yelled, loud enough for every female delegate to the League of Women Voter's Convention on the floor to hear. "Started in for myself!"

Then he went on to relate how he had induced some relatives to put the money back of him and how he had started a small works and was going to parallel the products of his old company.

"How much money have you got?" asked Willie, knowing that the old concern was an AAA plus 1 concern.

"Thirty thousand!" was the reply.

"Pretty hard to buck millions with thirty thousand," said Willie, just for the want of something to say.

"Who is going to make the goods?" asked Willie, not intending to be ugly like.

"Jones, one of the old concern's best men; been with them six years and knows the manufacturing end from beginning to end," was his enthusiastic reply.

Well, the other day, Willie ran into this same chap again.

He was not quite so loud, or so cocky, but he had a lot to say regarding the Old House. They had sold goods below cost; they had put their concentrated efforts against him; they had determined that he should not make a living and they had been the entire cause of his failure.

Willie was really sorry for the chap and did not want to appear unsympathetic, but he could not help volunteering the statement, "I was wondering if the Old House would sit idly by while you walked off with the business?"

"Well, I have got them now," said Willie's friend. "I intend to confine myself to one line and by concentrating on it, I am certain we can pull out of the hole."

The poor boob did not realize that originally he had started out against the lines of greatest resistance, which are certain to spell failure, and that in concluding to confine himself to one line he had merely minimized the lines of resistance, which is always the surest road to success.

The moral of this is, "Don't try to commence where the Old House stopped."

As there are some faults that have been termed faults on the right side, so there are some errors that might be denominated errors on the safe side. Thus we seldom regret having been too mild, too cautious, or too humble; but we often repent having been too violent, too precipitate or too proud.

—*Colton.*

intensified prejudice to produce some argument which will prove the superiority of leather belting over a fabricated belt, they have been led to ignore facts?

Perhaps it is not well understood why the leather belt should squeal and fabric should not, but it is a fact well attested and quite in line with the characters of the two classse of belts. The one is of good moral character in its every fiber, and the others are merely substitutes—imitations, and members of the same family, as paste diamonds and brass jewelry—things to be palmed off on the unsuspecting as being "just as good," at a lower price.

I have heard the old saying that, "the squeal of the loser is music for the gambler's ear," but for the first time in my existence I am now to learn that squealing is a desirable and praiseworthy trait of character.

With the entire scientific professions in accord, that noises, particularly shrill noises like unto a squeal, are intensifiers if not the direct cause of much human nervousness; with even the typewriter manufacturers featuring the noiselessness of their machines, I find this great body of scientists—The Leather Belting Exchange—featuring the fact that because a leather belt squeals when it slips and a fabricated belt does not, the leather belt is, therefore, superior.

The next thing we know we will hear that a manufacturer of lubricating oil will be claiming that his oil is best, because all bearings lubricated with his oil squeal, while bearings lubricated with other oils run silently.

It surely is to live and learn.

The sale of all imitations and substitutes is a species of fraud. It is conceivable that they might be sold without false pretense, but it is a fact that they seldom are. Their main selling point is that they "are as good as leather," and in elaborating this some of the sellers are foolish enough to particularize regarding their transmission and other qualities, though we do not remember ever having seen any claims regarding their length of life. Like all substitutes, they are long on promise and short on performance, and they are acting fully up to their character when they steal a man's power and say nothing about it.

Don't we have fun?

Say what you will, twist the truth as you may, the fact yet remains that fabricated belting looks nothing like leather belting and no belt user ever yet bought a fabricated belt honestly believing that it was a leather belt.

But what about the vast majority of the leather belting sold?

Is it or is it not true that these very same leather belting manufacturers, or a substantial number of them, who pose upon such a high plane of morality, are devoting the major portion of their energies to produce from inferior hides, inferior tannages of leather and inferior portions of the hide, leather belting, which looks and feels like first class leather belting, but which in reality is a fraud pure and simple, sold as good quality belting, fostered on the public as good quality leather belting and which in reality is inferior to the better grades of fabricated belting?

If all of the leather belting sold were manufactured from selected hides and cut from centers, then the seeming virtuous stand of The Leather Belting Exchange might have some cause, but so long as it is a well-known fact that a substantial majority of the leather belting manufactured is fraudulent, it comes with rather bad taste for The Leather Belting Exchange to cry "fraud" at the manufacturers of fabricated belting, who merely claim, "all things considered (meaning that the majority of leather belting is fraudulent), we furnish you with a belting, which if it be not so good as leather belting of the best quality, we at least do not charge you the price of first class leather belting."

THE manufacturers of fabricated leather belting could make just such a retort as the one which I have imagined, and it would be quite difficult, as well as embarrassing, for The Leather Belting Exchange to prove that their statements were not correct.

Personally, I apologize to the manufacturers of fabricated belting for the unwarranted and scurrilous insinuations made upon their moral character by The Leather Belting Exchange and I desire to assure them that it does not represent the sentiment of fully eighty per cent. of the leather belting manufacturers of the United States.

I believe as firmly as any member of The Leather Belting Exchange that for the vast majority of drives, the proper quality of leather belting is the only kind worth while. I am interested first, last and only in the manufacture and sale of leather belting. I believe that our VIM Leather Belting is the best belting made, but no matter how much our sales might be increased by such a questionable action, I would not stoop to be a party to such a scurrilous libel of good, honest, decent business men as I

know the manufacturers of fabricated belting to be.

Neither could I permit such an unwarranted libel to be made by members of a trade with which I am prominently identified, without a suitable protest.

Now while I am about this, I might as well make a good job of it. Everyone who knows anything about the subject of transmission of power by belting, knows that the proper quality of leather belting will transmit more power than a fabricated belt. But The Leather Belting Exchange has very foolishly attempted to give character and prominence to its research work, by advertising certain alleged tests which have gone to prove this.

I have no reason to know or believe that such tests were not made in good faith, but I do know that they were made by those employed to produce evidence of the superiority of leather belting; that no manufacturer of fabricated belting was permitted to supervise the test of his own particular make of belt and that the tests thus made are no more authentic, than a test made in the Houghton Laboratories between a competing belt and a VIM Belt.

To attempt to give such tests the character of impartiality, or to assume that they were made by illustrious institu-

tions of learning and that the tests reported are those endorsed by those institutions, savors of quackery, if not of deliberate fraud, and is a disgrace to the business honesty and integrity of everyone who is a willing party to the cupidity.

Any attempt to make the belt using public believe that all belting made from leather is necessarily good belting, because it is made from leather, is an absolutely deliberate attempt to deceive.

Everyone familiar with the leather belting trade knows that it is general knowledge that the leather belting made for export, or to be sold over the counter by hardware and supply stores, is made from anything in the shape of leather which will get by.

It is a well-known fact that last fall there was a large surplus of sole leather in the United States and that a considerable portion of it was finished up into belting leather. Did any reader ever hear a leather belting man admit that his belting was made of sole leather?

The adulteration of belting leather is so notorious and well-known that the British Government took official steps to endeavor to prevent it.

While the best belting leather is supposed to weigh 16 ounces to the square inch, it is

well-known that the bulk of the 16-ounce belting leather is loaded to bring it to that weight. When a man buys a leather belt he wants leather fiber and is not interested in having the pores of the belt filled with grease, resin or glucose.

I often wondered why one of the fabricated belting manufacturers did not engage some first class detective agency and get the facts regarding leather belting. It would be a comparatively easy matter for a detective to learn through the workmen who made belly leather belt and who made shoulder leather belt, which concerns used the deep flesh cut centers in double belt, which concerns loaded their belt in the currying shop and the names of the concerns who purchased this bogus leather belting.

For all we know, some chap may have all that information in his safe deposit vault right now ready to spring it.

When he springs it, there will be some real live excitement in the leather belting trade, at any rate, and this will be a first time novelty.

After all is said and done, is this not a subject for the Federal Trade Commission to investigate?

For all we know, the Federal Trade Commission may have just the information to

which I refer, waiting patiently for an opportune time to spring it, for our governmental departments, like unto the mills of the gods, grind slowly.

If we are to have a show-down in the belting business and we are to use such harsh terms as "false pretense" and "fraud," let the show-down be complete in every detail. Let is show fraud and false pretense wheresoever it may be located.

In December I was coming down the canal from the St. John River to Daytona, and I stopped off at a large lumber operation to visit a man with whom my Company has done some little business and with whom I had been having considerable correspondence and who is a regular reader of The LINE.

Just before the *Franeda* tied up to their dock, a 12" leather belt which had been pulling a ripsaw gave out completely and the saw was shut down until a new belt could be obtained. The nearest point was Jacksonville, some twenty-five miles, and the only means of transportation was by boat.

As I arrived, the Superintendent was giving orders to those in a working motor boat, who were going to Jacksonville to obtain the new belt. As he read my card he called to the men in the boat, "just wait

a minute," and then he explained the conditions of the drive and the fact that the leather belt had lasted only a very short time and that as they burned sawdust the loss of power by slipping was of no consequence and that he thought if the belt slipped a little more just as it took on its first load it might give better results, so he wanted my advice as to what sort of a belt to buy.

I asked him where he obtained his leather belt and if it had a brand and he knew the maker, to which he replied that they just went to the hardware store and asked for leather belting.

I then said to him, take my advice and tell your men to come back with two of the lowest priced fabricated belts they can buy. You will then always have one on hand and save the loss of time of a shutdown when one breaks and you will at least get your money's worth.

Why did I not try to sell him a VIM Leather Belt?

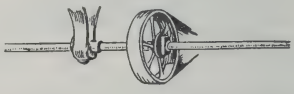
In the first place, I could not have gotten it to him in a week, and in the second place we never sell VIM Leather Belts where it is desired that the belt shall slip. Furthermore, fuel saving by prevention of slip was not an economy, for they had a surplus of sawdust.

I would like to see the Federal Trade Commission jump every belting works in the country, without notice, and perhaps at the next meeting of the Association there would be some item under the head of "new business."

I tell you what might be a good idea and that would be for The Leather Belting Exchange to offer a substantial reward, say $10,000, which would not be much among thirty-three, for information which would lead to the exposure of any leather belting manufacturer guilty of dishonest practices.

I tell you what I will do, I will be a good sport and if The Leather Belting Exchange will offer a reward of $10,000, I will add $5,000 to it, providing that the investigator be one, not of my selection, but of my approval.

Well, there is something to start a discussion anyhow.



THE quality of any leather depends primarily on the hide.

One kind of tannage will produce a better leather than another, of course, but the better the hide when it goes into the first soak in the process of tanning, the

better will be the quality of the finished leather.

The quality of the hide depends upon the animal itself.

It requires but little expertness to tell a good hide on the carcass of a living steer. If the steer is big, robust, and healthy looking, with comparatively short hair, you can depend upon it that the hide is proportionately good.

To ascertain the quality of the hide after it has been taken off, salted and piled, and remained in the salt for a few months, not only requires great expertness, but it cannot be done with any degree of expertness.

Leather quality depends upon the length, strength and quantity of fiber in the original hide and the ability of the process of tannage to preserve that fiber.

Several members of The Leather Belting Exchange in their literature, claim that their particular process of tannage, "produces more fiber in the finished leather," but these leather belting manufacturers merely follow the not entirely unknown human method of appropriating to themselves the work of Nature. Nature and Nature alone can produce the fiber in a hide, and if Nature does not put the fiber in the hide, no process of tannage can do so.

Naturally, the best steer hide is the one which contains the greatest quantity of fiber of the best quality, per unit of dimensions.

While such hides are obtainable in several places throughout the World, they are obtained in larger quantities and are more easily inspected on the hoof in Paris and its vicinity than in any other place.

E. F. Houghton & Co. appreciating that the war would largely deplete the European herds, and cause the hides to be of very poor quality, placed their own inspector and buying organization in Paris immediately after the Armistice and, as a result, have been obtaining the "cream" of the Paris hides.

For this reason, the quality of VIM Leather Products, particularly the belting and packings, has never been quite so good as at the present time.

The herds have been replenished aided by wise governmental regulation, limiting the slaughter, and we are, as a result, turning out the very best quality of VIM Leather Products.

In this respect, I think E. F. Houghton & Co., have a little something on the rest of the leather belt trade.

CHAS. E. CARPENTER,
President.

E. F. HOUGHTON & COMPANY

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The human mind yearns for delusion and for that reason will never accept absolute truth as its guide.

Comm. RR

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"Don't We Have Fun?"

A MODERN LINE OF THOUGHT

The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/- per copy.

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E. F. HOUGHTON & CO.

P. O. Box 3078

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

ONE of our District Sales Managers called my attention to a recent issue of *The Saturday Evening Post*. Every advertiser occupying a page or more was a Houghton customer.

We know that it is only those concerns who produce on a large scale and whose products have the reputation for superior quality, who can afford to take large space in the *Post*, and that this is evidence that this class of buyers is using the Houghton Products, but of course, these large buyers are comparatively few in number and form only a small proportion of the whole number of Houghton customers.

There are approximately thirty thousand concerns using the HOUGHTON PRODUCTS, in Canada and the United States, east of the Rocky Mountains. The majority of these are such small consumers of our products that we only receive orders from them once or twice a year.

We do not know how many total consumers of Houghton Products there are

throughout the World, for we only bill direct to the consumer in the territories specified above, but we approximate that there are some fifty thousand regular users of Houghton Products throughout the World.

The reason I mention this is, that as I get around the country upon my speaking tours, I meet many gentlemen who say that they read The LINE, but that they are such small users of our line of products that they have thought we would not appreciate their trade.

I want to make it as plain as possible that we were the very first concern in our line to adopt a policy of selling only to the consumer, either direct or through an exclusive agency and that this policy was adopted in 1876, when the average consumption of our products per customer was even smaller than at present. We were compelled then to so organize as to render service to the buyers of smaller quantities and the efficiency of that organization has been kept up ever since. There can be no doubt but that we have the names of more consumers of small quantities of oils and leathers upon our books than any other one concern in the United States.

HEART TO HEART TALK

I would have you understand that the Houghton Products are obtainable only from us, either direct or through our regularly authorized, exclusive Sales Agents. All of our products are sold "On Brand." By this I mean that every package which leaves our works is branded with our registered trade-marks, and no products are shipped without these trade-marks.

The dealer, that is the jobber — the man who wants to buy the Houghton Products to sell again — cannot obtain the Houghton Products under any conditions, consequently, the dealer who represents that he can sell the Houghton Products "off brand," is merely obtaining money under false pretenses.

Once upon a time, we made some special oils for a foreign customer, located in a country where we had no regularly authorized exclusive agent, selling direct to the consumer. The oils we made for this customer were not Houghton Products, but special oils, made according to the specifications of the buyer. The trade of this customer was both extensive and profitable. It came to pass that we were enabled to obtain a very reputable concern to take on our exclusive sales agency for this particular country — a concern who

was to agree with us to sell no competitor's products, while in turn we were to agree to sell the Houghton Products to or through no other concern for consumption in that particular country. It was, of course, understood that we should continue to supply our old customer with the special oils, as those oils were not similar to any of the Houghton Products. No sooner had we begun to advertise and push the Houghton Products, through our newly appointed agent, than the salesmen representing our old customer, began to circulate the rumor that they could supply the Houghton Products, but "off brand," as they had been dealing with Houghton for years, and could supply any product which Houghton made.

We warned the old customer twice to cease this practice, and, of course, it was making trouble between us and our new agent. Finally, when we received positive proof that our old customer was selling and billing products as "Houghton's," which were not, we declined to have further business dealing of any kind with him. The profits upon the business of this old customer were considerable, many times more than the profits on the new agency. But while the ultimate measure of business

success may be in profits, the day has long passed when immediate profits take precedent over sound policies in the rules governing good business.

"Buy from the manufacturer direct and pay only one profit." This is a slogan which is greatly overworked. There may be instances where the sales expenses are least in selling direct to the consumer, but that is not the case in the oil business.

By that I mean, if instead of selling the Houghton Products direct to the consumer, our Company could have those products distributed through the supply houses, the actual cost of distribution would be less. But the cost of an article is made up of more items than material, labor, transportation and distribution costs. The consumer must pay every cent of the cost applied to that article. If the consumer must be educated as to the economies of using the article, the consumer must pay that expense of education; if the consumer is incorrectly educated on the use of such articles, the consumer pays the damages caused thereby; if the original products are adulterated, it is the consumer who is swindled and pays the loss and the same thing occurs where "just as good" products are substituted by the dealer, for the original.

Where trade on the original is lost to an inferior substitute, the cost of regulating that customer's trade, to the original, must come out of the profits, which means that it must be paid by the consumer.

We have no quarrel with the oil or supply dealer, nor do we desire in any way to reflect upon his character, but facts are facts and here is precisely what occurs when we attempt to market our products through the dealer.

The dealer is most enthusiastic at first to handle the Houghton Products and owing to the prestige—meaning the good name—of both the house and the products, soon builds up a nice trade. Then competition begins from two points. First, from our competitors who sell direct to the consumer and cut price. The dealer knows no other rule of meeting cut price competition than with cut price. Consequently, the dealer's legitimate profit is soon gone. He naturally loses interest in the original Houghton Products, because of lack of legitimate profit. He keeps constantly demanding lower price from us. If we yield, we must lower the quality to correspond with the lower price. If we do not yield, the dealer yields to the temptation of the second

competition, which is the concern who convinces the dealer that it can sell him just as good goods as Houghton's, for less money. The dealer, therefore, buys these "just as good" products, cuts price and gets in; the competitor, who was in, cuts price again and this keeps merrily on until the quality of the products is so cut that they possess disadvantages over the staple products, rather than advantages, and this sort of products as a whole, gets into disrepute and ill favor with the consumer and the markets are either destroyed or so greatly injured for all, that they have to be rebuilded at considerable expense, which the consumer must pay in the end. If the expense of rebuilding the markets is greater, "than the goods will carry," which means greater than the consumer will pay, the markets are lost.

In other words, the object of the dealer in business, is not to manufacture, not to originate, not to conduct research, but to deal. The dealer's natural prejudice is in favor of dealing in such articles as will carry with them the least selling expenses and greatest profits to himself. When quality sells a product and commands for that product a high price, the consumer must be told why he is paying the higher

price. If this may be told by general publicity and advertising, or is readily comprehended by observation of the article itself, it is thoroughly practical to make and retain markets through the dealer, but if the dealer must do the explaining and thus add to his selling expense and he does not have an adequate profit to cover that additional selling expense, he becomes disinterested in the sale.

The manufacturer of the original article, however, is called upon to meet and remedy this condition of loss of markets and disturbances in distribution. This expense is large and if the manufacturer of the original products succeeds in sustaining his markets, he must find some way to pass this expense along to the consumer.

The expense of selling directly to the consumer is so large, that the manufacturer who adopts this policy must be satisfied with a much smaller percentage of profit for himself than when he distributes his products through the dealer. And he must obtain volume.

There have been all sorts of stories told about the fabulous wealth which has been accumulated by the House of Houghton, selling products at an enormous profit, but

they are the merest fairy tales. They may be believed by those who tell them, but we doubt it.

We are not ashamed of our profits and have never declined to publish them. We make a yearly financial statement, in which these profits are set forth and make no particular secret of this statement.

We have frankly stated in these columns that we aim to make 10% net on our products, but after our selling prices are fixed, based on raw material, labor, overheads and the other usual items of cost, there are so many unforeseen expenses which occur, such as losses in creating new markets, extraordinary research, technical publicity not advertising, law suits, extraordinary bad debts, the compulsory reduction of selling prices below the estimated 10% profit price, and a thousand and one things, that we have rarely netted over 6% profit and that was only during boom years, while in a year like 1922 our profits were approximately 2½%.

There is no trick in this statement. There are no fanciful salaries paid to executives for the purpose of reducing profits. We tell you frankly that the only reason we did not make more in 1922,

was because we could not. The only thing that might be called a trick is, that we are continually in process of making for increased markets and better reputation for the Houghton Products, meaning that we are increasing our Good Will and that Good Will is not carried on our books at any value, although we have declined a million dollars for it, and would not think of disposing of our business unless we obtained at least that sum for our Good Will, which is not represented by a single cent in our list of assets.

It may be truthfully said, therefore, that in our fifty-eight years of existence, we have made a million dollars or more, which is not represented in our financial statement. But even if that be true, and I guess it is, it represents less than a half of one per cent. of our sales.

As compared with competing products, the Houghton Products are high in price (when they are) merely for one and only one reason, and that is that we decline to surrender quality to price competition.

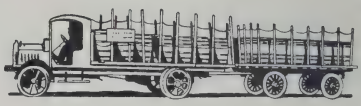
We believe that there are a sufficient number of consumers who are intelligent enough to appreciate quality and wise enough to pay a fair price for it, to create

a reasonably profitable business for at least one house in our lines, and we aim to be that one house.

If our profits are not as large as we might desire, they are sufficient to enable us to live decently and provide liberally for old age and to give the next generations a start and perhaps after all, that is all anyone should have. I take it that if everyone were satisfied with such a profit, there would be less talk of socialism and less foolish governmental interference with private business.

The satisfaction of being the head of the one quality house in any line, cannot be estimated in money.

In my travels, when I am introduced as the head of the House of Houghton, I am always proud of the honor, but why am I proud? Not because Houghton does the largest business; not because the Company is enormously wealthy, but because the Company has the reputation of making the best quality of products and of rendering good, honest service to its customers, and after all is said and done, that is about all there is to be proud of about being in business.



THERE is probably no place where it costs more to generate power than on an automobile, or motor truck. This also means that there is probably no place where waste of power causes so much loss.

The advertisements of those oil concerns specializing upon motor oils, as well as the allegations of the so-called experts upon lubrication, pertaining to motor oils, are self-evidently ridiculous to those who are experienced and learned upon the subject of lubricants and lubrication.

There are statements about certain motor oils possessing the property of "sealing the piston." One would suppose that a lubricating oil was capable of functioning as a packing, to read such ridiculous statements. The oil never existed which thus functioned. The theory is, that the proper motor oil prevents the leakage of unexploded gasoline (petrol) from the explosion chamber, down along the walls of the cylinder, acting as an adulterant of the lubricant, while it is functioning on the walls of the cylinder and then passing into

Continued on page XIII

The HOUGHTON LINE

REG. U. S. PAT. OFF.

MARCH 1923

VOLUME XXIX *NUMBER III*

Line Logic

Whales may blubber, but they don't cry.

In the old days the cook gave notice, now she refuses to notice.

Secretary Hughes has no desire that Uncle Sam shall be done in oil.

Blessed be those who are not rich enough to be unhappily married.

You may go on breaking the ten commandments, but you do not get rid of them.

Eloquence is like holler'n' "Come Seven" in a crap game. As to the amount of good it does depends upon your own superstition.

If business is like unto the human system — improved by use — it ought to be mightily improved about now.

What is the point of saturation in soaking the consumer?

Now that we have peace among the Allies, everyone is happy.

The only nation capable of conquering the whole World is stagnation.

If you be out of inspiration for prayer, just pray that oil be discovered in Ireland.

After all, some fellows are not always as mean as they are sometimes.

To ask if one has old-fashioned virtues is foolish; all virtues are old-fashioned.

The friend who asks for a loan of a little money would not be so bad, if he permitted you to define "little."

Congress seems to be able to settle every important point regarding the tax issue, but the getting of the wherewith to pay.

It is a great question as to whether it is the awful cost of government, or the cost of awful government, that is the present-day problem.

Once a man was arrested for loafing around a corner. The authorities were at a loss as to what charge to make against him, until an Irish Assistant District Attorney charged, "Impersonating an Officer."

"Don't We Have Fun?"

On Board
The Yacht FRANEDA
PORT OF Miami, Fla.
February 12, 1923.

SINCE the February number of The LINE was issued, I have been North, and back.

We have a tolerable sort of a business, you know, but like the best makes of automobiles, it does need some attention at home.

Our Company's Board of Directors is unique in the fact that it directs, so I like to be present at the meetings, which are quarterly.

There is not a deadhead on the Board.

Some day I am going to introduce the whole Board to you, but as it might be interpreted as "advertising" and no advertising can enter into these editorial "kolums," it will have to be a Heart to Heart Talk feature.

I am so sorry that so many of The LINE readers have written to me saying that they do not believe a word of the "Wehaha" article, which appeared in the February issue.

But then, that is the penalty which a Near Editor pays for writing anything.

Some chaps don't believe anything I write, at least they pretend not to. But take it from me, it is not the untruths that a chap writes which make him unpopular; it is the disagreeable truths.

I have offered to permit any reliable investigation committee to investigate the "Wehaha" experience, providing they can produce the proper quantity and quality of the "blood of

the white snake," and I do not see what more I can do, excepting that I cannot guarantee that my crew can be induced to partake of another dose of that mysterious liquid. That is up to the investigating committee, of course.

I know Yama is gone, and while his successor is a perfectly decent, first-class Frenchman, who can cook hash, until it tastes like unto terrapin, nevertheless, I miss Yama, not so much for his cooking, although Yama was a good plain cook, who made things taste as they should, but because Yama was also a philosopher.

When it came to pass that the United States Government, through its Supreme Court, declared that the Eighteenth Amendment, plus the Volstead Act, gave the United States the power to supervise the morals of all of its citizens, so long as those citizens were in a boat, sufficiently patriotic to fly the American flag, but had no jurisdiction over those same citizens if they happened to be on foreign boats in foreign waters, or on foreign land, I concluded, that in spite of the fact that a "little booze" had been one of the features of yachting etiquette ever since yachting had been known, the FRANEDA should go dry.

Some said I had a right to have "booze" aboard under certain conditions, others said I did not. Some said it was perfectly moral, others said it was immoral, and I got all confused like, and as I could not afford to carry a lawyer as a part of the crew, the grog was permitted to exhaust itself by the natural order of consumption.

This is too bad, because yachting etiquette is one of those things like unto a man's evening dress suit — it don't change much.

You may put a button or a velvet collar on the dress coat, a wide or narrow stripe down the trouser leg, or omit the stripe entirely. You may introduce the white vest, or go back to the plain black vest; you may tuck the shirt bosom, or make it plain, but whensoever you get together upon a full dress occasion, anything that ever has been full dress is permitted and the fellow who is too much up-to-the-minute is looked upon as rather vulgar.

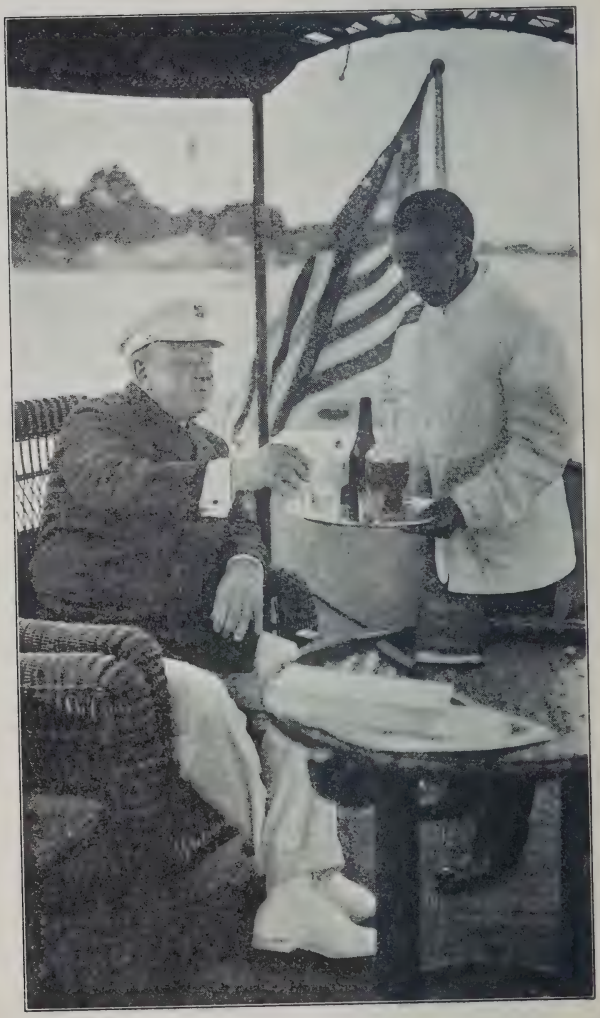
And so it is with yachting.

Yachting uniforms have been the same ever since I first took up the sport, as much as thirty-five years back. You may make the Commodore's coat three or four buttoned, but you may depend on two things, that the color will be blue and the cut double-breasted.

And likewise it has been the custom further back than I can remember, for the host to say, "what'llyahave," when visitors came aboard, but it seems that is to be no more. Perhaps it is right that it should go. Take it from me, I am not going to make any protest about it. Its going relieves a yacht owner of one great nuisance —protecting his stock of liquors from the raids of his crew. Many a yachtsman has lost a good captain, engineer or cook, because he had "booze" aboard, which was not properly protected.

The FRANEDA is not the only Yacht which has conformed to the Prohibition intentions. The practice is becoming more and more general, but nevertheless, the "booze" is missed, just the same as it is missed at a banquet.

But the Jap is a wonderful human institution. He can adapt himself to anything. Yama served an unfermented grape juice high ball, with the same sereneness and the same style,



or had I better say "mannerisms," as if he were serving the real stuff.

Yama declined to abandon the decanter. He even held onto the cocktail shaker. He made use of both, in a perfectly prohibitional manner, of course.

The illustration on page 6, shows Yama serving me with a Red Star Grape Juice High Ball. The photograph was snapped without my knowledge, and was intended to be used as a joke, to prove that the FRANEDA had not actually gone dry.

Like unto the chap who said, "I deny the allegations and can kill the allegators," I defy the jokesters and hereby kill their joke, by presenting their own evidence to prove my case. I understand that it is considered very smart for a lawyer who learns of evidence, which is to be presented for the other side, to present the same evidence first for his side, but that was not my intention. Of course, Yama did not call the drink "Grape Juice," because somehow, the Jap is blessed by not being able to say "Grape Juice," unless he is most highly educated in English. Yama called it "Vlinegal Booze."

There is not much doing down here in Florida that would make a good story; in fact, anything that might happen, would be very tame in comparison with the "Wehaha" story.

There are a lot of real folks here in Florida and there are a lot of fourflushers, get-rich-quicks, dyspeptics and invalids and those who believe they are invalids.

Of course, the real people come in contact with the yachtsmen more than the others. That is one of the advantages of being a yachtsman.

But there surely is a choice bunch of real and imaginary sick grouches in this neighborhood.

Were it not that I know I would never be forgiven, I would send each one of them, with my compliments, a copy of Sinclair's *"Book of Life."* Not that I would accept the book as my health bible, but I am certain that it would give them all something to think about.

That's a queer book, that Sinclair's *"Book of Life."*

It is ostensibly written for the workingman, who in 99 cases out of every 100, has not a particle of use for it and could not understand it if he had. The one and only value which I see that the book has, is for the very class of society which Sinclair pretends to hate and which he does not, for there is no hate in his make-up.

As I get the *"Book of Life,"* and I have read every word of it, Sinclair goes to show from a layman's point of view, how all diseases may be avoided, and like the baldheaded barber who recommends his hair tonic, Sinclair goes on to prove he is right, by citing how he has been afflicted with almost every known ailment.

Nevertheless, my personal opinion is that if Sinclair could circulate his book among the employer's class, the men who stand for what he calls "The Wage Slave System," he would do more to promote the health and happiness of that class than any other man ever has. As punk as is the *"Book of Life,"* it is the best book of its sort I have ever read.

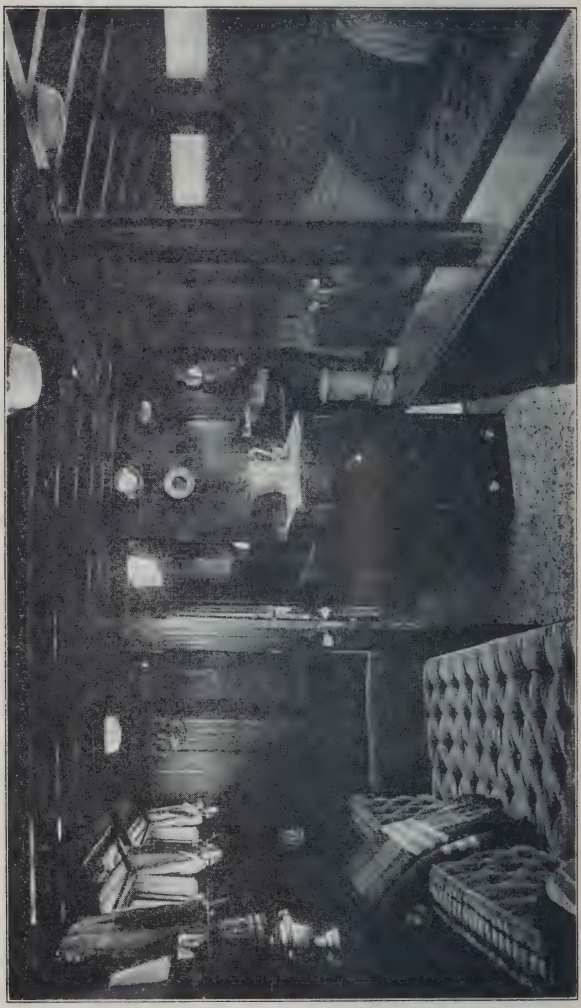
Sinclair has a chapter in it on fasting, which appeals to me, for I never felt so "rotten" in all my life as when I went to the hospital in 1902, with an acute attack of appendicitis. After the

physicians disputed for three days as to whether the appendix should be cut out or frozen out, the appendix was removed, but in the meantime, the intestines had sloughed so much that I was unable to partake of either food or drink for fourteen days. Of course, I received moisture by having my lips constantly moistened with a piece of ice in a napkin, but what I want to say is, that when I came out of that hospital months later, I never felt so well in my life. None of us pay sufficient attention to "fasting," as a remedy for disease and the doctors, bless their hearts, are much like unto the nostrum sellers whom they condemn. The nostrum seller tries to produce a remedy which will taste good and the regular practitioner likes to prescribe a remedy which will be popular with his patients and fasting does not appeal to many, particularly those whose ailments are caused by overeating.

And take it from me, you see a lot of overeating down here.

I present to the readers on page 10, a photograph of the main and only saloon on the FRANEDA. Here is where the Near Editor eats, drinks and sleeps, as well as works. The far left view features the galley and the right the lavatory. The center features the ice-water, which I hope will be a great relief to my Prohibition readers, who have long ago gotten out of all sympathy with me, not for the misstatements I have made, but for the ugly truths I have told.

Of course, when I come down here, I always put my glad rags in with my luggage, or rather Vincent, the valet, insists on doing it, but it is rarely I ever use them. Not a glad rag on this year so far and yet I have attended quite a few



affairs. "Informal," most of the invitations have read, at which "sports coats" have been the prevailing feature of male attire.

My usual daily costume is a white linen shirt, no tie, a pair of white duck trousers, and an old pair of golf shoes—sleeves rolled up and no coat. But I have not the slightest respect for the man who tries to make himself conspicuous by ignoring the regulations of good society. If I am invited to a formal occasion, I have the right to accept or decline, but I have no right to attend in informal dress.

Likewise, yachting etiquette must be observed, whether the yachtsman likes it or not. Colors must go up and down promptly with the Yacht Club gun, absent and meal flags must be flown when the Yacht is in commission; the crew must wear their uniforms upon all proper occasions, and the owner, whom for some reason everyone calls "Commodore," must conform to custom. What is so inconsistent about Sinclair is, he desires to set up new customs, while denouncing all the old ones.

A good yachtsman may not like his yacht uniform any more than the average man likes his shad belly coat, but if he is a good sport, he will observe the customs.

Just to show you that I am a good sport, permit me to present myself in regulation owner's yachting costume, on page 12. This photograph was not taken by premeditation and forethought, but was the result of acquiescing to a request by a reporter, that I furnish my photograph to accompany an account of an interview which I had granted his paper.

It's a bad time for Kings

An Advertisement by

CHAS. E. CARPENTER

It's a bad ti

An Advertisement b

NOTWITHSTANDING the fact that the most perfect form of government which the human mind is capable of conceiving is the Kingdom of Heaven —an absolute monarchy (the most despised form of government on earth)—and notwithstanding the fact that we know the most undesirable form of government is that rule of the mob known as "Democracy" and those nations which have been governed best are those which have been ruled by wise Kings; and in spite of the fact that the Bible shows that the Almighty sanctioned the rule of Kings and that nowhere in the Bible is Democracy sanctioned, Kings are tremendously unpopular at the present time.

ne for Kings

Charles E. Carpenter

"Old King Cole," the "Merry old soul" that he was, would find but few adherents in these days of fanaticism, and King Coal has become so high and so expensive that he is almost feared as well as hated.

But the worst of it all is that King Coal is not going to be dethroned overnight, and he is not going to be any less expensive, and is going to remain an industrial necessity for many years to come, although the hydroelectric influence bids fair to dethrone him eventually.

The solution to the tyranny of King Coal is economy—meaning the avoidance of all waste.

HOUGHTON'S CYL-TAL, the modern lubricant for Steam

IT'S A BAD TIME FOR KINGS

Engine Cylinders, and HOUGHTON'S ABSORBED OIL, the modern lubricant for General Machinery, are the two greatest coal savers of the present age.

You may arrange with any of our Sales Agencies, whose addresses you will find on the inside back cover, to prove this fact, without the slightest cost to yourself.

Remember that the manufacturers of these two economizers are recognized World's authorities on the subject of lubricants and lubrication.

E. F. HOUGHTON & CO.
Since 1865

Then, on page 14, there is the HOOK AND LINE — the fish boat.

The HOOK AND LINE is like unto a bad boy. Everybody finds fault with it and everybody loves it.

A good fish boat is essential to the real sport here.

There are a lot of fancy, speed boat tenders carried by yachts, but they are mostly for show.

The HOOK AND LINE is a bank skiff of the best known sea going type and will live in any sea. If it comes time to go fishing outside, the HOOK AND LINE goes if anything goes. It is not fast, but it boasts of its slowness. In trolling, which is the usual method of fishing outside, we can throttle the HOOK AND LINE engine down to less than 3 miles an hour, a very important factor in landing the fish.

The photograph of the HOOK AND LINE shows myself in command and this picture was taken while I was rehearsing for the movies.

It happened this way. The good Yacht *Nemaha* was chartered by a producing company and they were anchored in the immediate vicinity of the FRANEDA and they were doing all sorts of stunts and I think they were sort of "making up as they went along," as we used to say when we were lads and told stories to one another. At any rate, they spied the HOOK AND LINE and they wanted to use it in the picture to pick up the heroine, who was a blonde stenographer, who had been enticed aboard the Yacht by its rich owner, the son of her employer. You know, the same old stuff. Well, she jumps overboard to save her honor, just as I come up with the hero in the HOOK AND LINE, and then the hero

holds her in his arms, while the camera takes her upturned face and dripping locks, as well as the hero in his wet clothes, sort of ignoring me like, but one of my stipulations was that I was to have a "close-up," as Captain of a fishing boat.

Well, we rehearsed all one morning, without the cameras, as the sun was bad for pictures and after the rehearsal I received a telegram from "Phillie" calling me home, and I left at midnight that day and thus my first and onliest opportunity to appear on the screen vanished.

I had determined to say nothing to anyone about the picture, but if it ever appeared in "Phillie", to give a theatre party. This would have been inexpensive, I think, for I do not imagine the production was one of a first-class house. But I was anticipating all sorts of fun when my "close-up" came on and the well-known HOOK AND LINE made its appearance.

But it was not to be.

You know, ever since Hubbard appeared on Keith's circuit, I have wanted to go him one better. Here was a lost opportunity.

I would like to tell you about some of the fish we caught and really brought home, but it will take several issues after the "Wehaha" article to regain my reputation for veracity, so I will "kill" all such stuff for the present.

I would like to present photographic reproductions of the one-tenth of one-piece bathing suits, worn by the feminine sex at the bathing casino, but I am certain that my Prohibition friends would claim that it was further evidence of my depravity, even though I might remark that it was my opinion that woman suffrage was a misplaced gift.

But far be it from me to try to set up a standard of morals for the rest of mankind. What we need is better taste, rather than better morals. Morals are largely what you make them. Taste is different; it is a sort of a composite opinion of those of the better class. Not the would-bes, but the reals.

But come on down to Florida, once anyhow, if you get the opportunity.

To the north of Miami there are St. Lucie, Fort Pierce and Stuart, for the plainer folks who like real fishing. Then there are Daytona, Palm Beach and Miami Beach, for those who prefer the more stylish places, and there is the City of Miami, which is another Atlantic City, back from the Boardwalk. Then south there are the great fishing keys, and taking it all in all, it is worth one visit.

I come every year I have a chance, but I do not fool around civilization much. I come into port for my mail, fresh water, gas and provisions, and beat it out again, for Angel Fish Creek, Soldier Key, Jewfish, Tarpon Basin, Long Key Fishing Camp, and other places.

One of the best parties I could imagine, would be for eight good fellows to charter a houseboat for a month or so, and cruise lazily from place to place. This would provide for a seven-handed game, all that there should be, by allowing regularly for one indisposed person.

There are yacht agencies with houseboats to charter and you may make even better terms by coming down and chartering direct, only don't depend on picking up a charter in February.

"Don't we have fun?"

Off the President's Bat

SUPPOSE a devout Protestant should enter a Catholic church, when services were in progress and denounce the Catholic religion, how many decent Protestants would endorse his action?

Where is there a Catholic priest, who would not severely condemn the action of one of his parishioners, who would enter a Protestant religious gathering and denounce the Protestant religion?

We all know that under the Constitution of the United States we are granted religious freedom and every decent person is supposed to respect the religion of others.

We, perhaps, all think we do, but we don't.

I mention this fact, just casually, to prove that it is impossible to either grant privileges or deny privileges, by Constitutional enactment, unless those privileges are popular with the people.

For instance, may I ask, "Is the reading of the Protestant Bible in our schools an educational or religious proceeding?"

If it be purely religious, which I understand the advocates of the reading of the Bible contend, then we have no Constitutional right to force the religion of the Protestant denominations, upon the children of parents of other denominations, in our public schools, to support which everyone is taxed alike, irrespective of religious belief. Certainly the religious observance of Sunday is a religious act or nothing.

That being the case, all laws compelling the religious observance of Sunday, are religious

laws and are forbidden by the Constitution. It cannot be otherwise. But somehow, no one will stand for my interpretation.

A Jew, a Seventh Day Adventist and a Seventh Day Baptist, are all members of what, for the want of a better word, I might call a respectable, religious sect. That is, there is nothing in their teachings which is contrary to the morals of the Catholic, Methodist, Baptist, Episcopalian, etc.

Therefore, why have not these respectable religionists just as much right to religious liberty, as other religionists? They prefer to worship on Saturday, and I think it is admitted that Sunday is not the "Seventh Day" which was commanded to be kept holy.

Why do we pass laws discriminating against some religions and not against others?

If marriage be performed, as it is mostly, by a priest or minister and in a church, it must be a religious ceremony. If that be the case, what right have we under the Constitution, to pass so many laws as we do, regulating marriage?

If polygamy is a religious belief of some sects, what right have we under the Constitution, to pass religious laws prohibiting polygamy?

Why we do it because it is human nature to do it.

You cannot alter human nature by passing laws, otherwise, the social evil would have been eradicated long ago, instead of being with us always.

Come to think of it, is not the social evil even greater than the rum evil? And I admit that the rum evil is great. Why don't they try to eliminate the social evil by amending the

Constitution of the United States? Surely, if amending the Constitution is the proper, practical method of eliminating all of our evils, we ought to commence with the worst.

Mrs. Thing-em-bob, who is at the head of the W.C.T.U., comes out in a broad assertion that the Prohibition poll of *The Literary Digest* was "ill-timed and ill-advised."

But in my opinion, that merely shows her incompetency as leader of such a great movement. A movement which cannot stand the spot-light of truth is like unto a religion which cannot survive under criticism. It is not sound.

Please try not to misunderstand me. I do not believe in attacking religion, but I believe that the religions of the present day have obtained their strength because of criticism and anything and everything that may not be criticised weakens, because of the lack of criticism, if it be really worth while.

The Literary Digest poll showed plainly that the voters in that poll were preponderantly against the repeal of the Eighteenth Amendment and that ought to have satisfied any level-headed Prohibitionist.

There can be no doubt but that the methods and time selected for the passage of the Eighteenth Amendment were open at least to suspicion.

Mrs. Thing-em-bob claims that the reason the poll of *The Literary Digest* was "ill-timed," was because of the general dissatisfaction and unrest among the peoples of the Nation. That is one of the principal reasons why the majority of our wisest statesmen were opposed to the passage of the Amendment at the time and in the manner in which it was passed. If it were wise to pass

the Amendment at the time it was passed, it certainly was not unwise to take a poll of public opinion at the time *The Literary Digest* took the poll.

The poll of *The Literary Digest* did the Country an untold service, when it proved that there was not the slightest possibility of repealing the Eighteenth Amendment and saved the Nation the disturbance, turmoil and all that sort of thing, which would have accompanied an organized and well-directed effort to effect the repeal.

Mrs. Thing-em-bob admits that the Volstead Act is outrageously violated and denounces all folks who violate it, as being not respectable.

Remember, if you please, the Volstead Act is not a part of the Constitution, but in my opinion, the conception of a fanatic.

It is merely a law, the same as the automobile traffic laws, the laws against profanity, the Mann white slave law, the laws against tipping, and a lot of other laws.

If every person in these United States, who at some time or other has violated some of the laws, is not respectable, then we are face to face with the shameful fact that the respectable people of our Nation constitute a most decided minority. If that be the case, what about this hue and cry that the majority should rule?

We might as well look facts in the face, if we want to get anywhere in our march toward progress, and admit that it is Public Opinion and not law, which governs us and when law is contrary to Public Opinion, the law don't amount to much.

This is, of course, not right in theory, but it is unquestionably true in fact.

Mrs. Thing-em-bob claims that the violators of the Volstead Law are from the lowest class of society. But for every bootlegger there must be many consuming customers. I doubt, if these customers were all lined up, that society could very well afford to expel them.

The trouble is, that there are those who are Prohibitionists at heart, who really and conscientiously believe that the use of liquor is a crime, and they may be right at that. On the other hand, there are others who believe that the use of liquor is a privilege and in no way immoral in itself and they may be right also. But you cannot make a thing immoral declaring that it is immoral and you cannot make the Public believe a thing is illegal declaring by law that it is illegal.

It was as much against the law, to dump that Tea into Boston Harbor, as it is to carry a private stock on the hip today.

I don't say that Public Opinion is always right, for I guess it is about a fifty-fifty bet.

But I do say that it is Public Opinion that really makes all laws operative and no laws are operative which are contrary to Public Opinion.

It is a dangerous principle of government to attempt to force Public Opinion by law.

In my opinion, the present age of indecent dress on the part of the female of the species, is most injurious to the Nation's morals and I am not alone in this theory either.

What would you think of me, were I to organize a society for the purpose of obtaining a Constitutional amendment, regulating the length of women's garments?

Silly?

Well, think it over!

Willie Wiseman

IN December, 1922, Willie and the Old Man had just returned on the Yacht from Jewfish to Miami, after a several days' fishing trip, and the mail was quite large.

The Old Man picked up one letter, read it several times, gave a grunt and tossed it over to Willie, saying, "What do you think of that?"

It was from one of the Company's prize trade-getters and he was objecting to the installation of a certain policy of the Company in his territory. He admitted that the policy was all right for other territories, but insisted that his territory should be an exception. He laid great emphasis on the fact that when he went into his territory, the Company was not known there and now it is one of the most productive, through his particular efforts and he was making a personal appeal to the Old Man to issue instructions that his territory was to be excepted in this particular instance.

"Good fellow that," grunted the Old Man, as he filled the cabin with the smoke of his Optimo. "Pity, he has not more sense.

"Do you know, he reminds me of myself when I was fighting. I would run along through several fights and work almost like an automaton. I would win easily, but the fight had no pep in it and it was not a box office crowder. Then along would come some guy and land me for the count of nine and after that there was no complaint of the pep. The trouble with that fellow is that he has had things so easy, he is kidding himself into believing that it is all

himself. I guess I will have to make him take a nine count."

So he forthwith dictated to his Secretary, the following letter:—

"I must decline to comply with your request, that we make an exception to your territory, in the enforcement of the new policy adopted by the Sales Department, because you have advanced no reasonable argument as to why we should, and I can imagine none. All you may say about the success of your territory may be very true, but there are two ways of looking at it. When you started in to represent us in that territory, you, as well as the Company, were unknown, and if my memory serves me correctly, the best job you had ever previously held down, brought you in the lucrative income of $30 per week. You wanted to get married and did not think that thirty bucks per were enough for two, with prospects of plus, so the Company took a chance and advanced you fifty per. They poured the advertising matter into the territory to such an extent, that the first year was closed at a net loss to the Company of some five thousand dollars. The Company sent you the very best of the Research Staff to help you and supplied your customers with the best of products (in almost every instance better than any competitor's) at reasonable prices, and rendered the very best of service.

As a result, you are pulling down a pay envelope which is five thousand dollars per year more than the highest salaried Executive in the Company.

As the Company existed thirty-five years before you engaged with them and succeeded during that entire period and inasmuch as you never succeeded before

you came with the Company, might I make so bold as to call your attention to the fact, that the evidence would seem to indicate that the Company made you, instead of you making the Company. You see, my dear fellow, I have always thought that I was some pumpkins in the success of the Company and when you tread on my toes, I am apt to make a noise like a holler.

As the Company has succeeded mainly because of its policies, and seems to have been competent to create the very policies which have enabled you to succeed, I see no reason why you should not welcome, instead of object to, any policy of the Company applying to your territory.

I have not mentioned the fact that exceptions are a nuisance and almost impossible to carry out, without creating all sorts of confusion in our office and considerable needless expense, but that is not the reason I decline.

The real reason I decline to aquiesce to your request is because I do not think you really know what is best for your territory and that you, more than anyone else, would regret that an exception was made to your territory before two years have passed.

Trusting that the Company shall receive from you the same cooperation and team work in the future as in the past, I have the honor to remain."

Little Willie has not heard the details of what followed. Willie would not have been surprised had a resignation followed, because the chap is a high-stepper, and would not be out of a job long, but up to the present he is still on the job and he and the Old Man are on the best of terms.

the crank-case, where it acts as a general adulterant for the oil there. The reader will admit that such claims are general, but do they appeal to common sense? And take it from me, that whensoever an expert opinion is contrary to common sense, choose the common sense theory.

Let us examine into the common sense.

In the first place, the only force exerted in the engine, is the force of the explosion and that is always downward, so far as its effect on the walls of the cylinder is concerned. Therefore, there is at all times exerted upon the unexploded gasoline (petrol) a force which tends to drive it down between the walls of the cylinder and the rings. The power of an oil to penetrate into small space or crevices is in proportion to its viscosity or fluidity. Gasoline (petrol) being much less viscous and much more fluid than any motor oil, is more readily forced into the small space between the walls and rings, than any motor oil. It must be common sense, therefore, that any considerable quantity of unexploded gasoline (petrol) would be forced down by virtue of its superior penetrating ability, plus the great power of the explosion, plus the power of the compression, and entirely remove the more

viscous motor oil thrown into position by the comparatively small force of a splash or force feed.

The fact is that the clearance between the walls and the rings is so little (two one-thousandths of an inch in new engines) that the amount of gasoline forced down is *nil.* This is proven by the fact that if there were any considerable leakage between the rings and the walls, there would be excessive back pressure noted on each explosion and practical tests have shown that there is very little indication of back pressure, even where the compression has been greatly reduced.

I was recently a guest at a luncheon, where the speaker was the expert for one of America's largest marketers of motor oils. His talk was on this subject, and he featured two extremes, which I do not think that common sense can accommodate as being consistent.

He claimed that excessive carbon in the upper part of the engine was due to the same cause as deterioration in lubricating oil, in the lower part—leaky rings. That is, he claimed that the quality of the lubricant in the crank-case was due to the gasoline working its way down and the excessive

carbon in the upper part was due to excess of lubricating oil working its way up. Thus, we have the phenomena of two trains passing each other, going in the opposite direction on the same track, or as the German would put it in English, "There goes Louis coming back."

This erroneous opinion comes from the experts overlooking the fact that petroleum and its many derivatives are not like unto water or alcohol, a unit with a single boiling point, but on the contrary, are composed of innumerable hydrocarbons, each possessing a different boiling point. That is to say, when you take any product from petroleum, which may be the result of distillation, that product may be again distilled and broken up into other products of different boiling points and this process may be continued indefinitely, until the human power to invent processes for higher distillation is exhausted.

When the mixture is poor and there is not a complete explosion of all of the gasoline, it does not prove that the unexploded portion is necessarily the same product that went into the carburetor. The probabilities are, with present day gasoline, that the unexploded gasoline is a residuum of some sort, possessing less

volatile matter and more lubricating properties than the original gasoline. It is this excess of the less volatile product, which causes most of the difficulty from excess carbon.

Likewise, with the lubricating oil in the crank-case. We have known for many years that the constant use of an oil upon an ordinary bearing as a lubricant, alters its viscosity. In the old days, before destructive distillation was in vogue, a lubricating oil in long use, fed from a reservoir by a ring feed, would increase in viscosity as the grinding process liberated the lower boiling point products and evaporated them into the atmosphere and then as the grinding process of lubrication continued, it would gradually break down the oil, so that it would become more fluid and lose its viscosity. This latter tendency, however, would be greatly offset by the presence in the oil of ground metal, dust and other pigment, which would tend to keep the viscosity up. But if such impurities were removed from an oil long in use, it was discovered that it had lost in viscosity.

We also know of the common phenomena of used oils, which are filtered by the user in the so-called filters, or cleansing appa-

ratus, and are of less viscosity after being cleansed, than the original oil.

We also know that lubricating oils made from asphaltum base crudes "break down" —lose in viscosity on use—more rapidly than those made from paraffine base crudes.

If this phenomenon takes place on ordinary bearings, what right have we to ignore the certainty that it must take place to a much greater extent under the conditions of service existing in an internal combustion engine, where because of the high temperature, the decomposition of the oil takes place more rapidly and where the oil itself cannot be made best for the lubricated parts, because the oil which would lubricate best such parts as exist in a gasoline motor, were they operated under normal atmospheric conditions, cannot be used, as such an oil would carbonize too readily.

I recently read a report of some experts, showing that after 1,000 miles, the oil taken from the crank-case contained approximately four-tenths of one per cent. of gasoline and had fallen off considerably in viscosity. I have not the exact figures with me on the Yacht where I am writing this article, but they can be furnished to the inquisitive. The theory was that the

gasoline had adulterated the oil and thus reduced the viscosity.

I suggested to these experts, what occurred to me to be a very common sense test —I suggested that they take the original oil and by blending it with gasoline, reduce its viscosity to the point shown by the used oil taken from the crank-case and ascertain how much gasoline was necessary to bring the original oil down to the viscosity of the used oil. They made this test and reported that it required 10% of gasoline to thus reduce the viscosity of the original oil. But there was less than a half of one per cent. of gasoline shown in the oil taken from the crank-case. It must, therefore, be evident to common sense, that the oil lost viscosity through some other cause and the cause must have been the well-known phenomenon of breaking down under conditions of grinding at high temperature.

Don't think that I don't appreciate the "come back" which may be made to my common sense theory. For instance, I hear you saying, "One cylinder on my car fouls more than another and I have to clean the plug in that cylinder more frequently than I clean the plugs in the other cylinders. What can this be due to, if it is not to the oil coming up into the explosion chamber?"

But wait a minute, if the plug is not removed and cleaned until it begins to miss, or until the intensity of the spark is so low that it only explodes a decidedly smaller percentage of the gasoline than the other sparks explode, would not the natural result be excess of oil? If the rings leak and all the pressure is down, what causes the lubricating oil to work up against the pressure?

I have always had difficulty with No. 1 cylinder on the 125 H.P. Sterling engine in the Yacht. I installed two leak-proof rings on that cylinder and am running one less ring on all the other cylinders, than came with the engine, because of the excessive compression when I had all the rings in. Excess oil still finds its way into the upper portions of No. 1 cylinder, but I don't know why and there is no one who can prove why thus far. But I would like to see this No. 1 plug and all of the other plugs, after running say 50 miles, during which every cylinder had been hitting normally. I don't anticipate that under such circumstances, there would be any difference in the amount of excess oil.

Then what makes No. 1 plug foul so that a miss occurs in this cylinder first? I don't know, but I do know that the compression

on this cylinder is greater than upon any other cylinder. I know this not merely from the additional leak-proof rings, but by testing it, in comparison with the other cylinders, having all of the plugs removed and the pets opened upon the other five cylinders, when each cylinder was tested for compression. I take it that compression is due to non-air leak and it ought to be that the cylinder which leaks the least air would leak the least oil.

In talking about viscosities of oils, it might be well to remember, that the viscosity of all oils, including an oil which has been used and a new oil, is practically the same at the temperature of use, in an automobile engine. If variations in viscosity are of such great value in determining these problems, ought it not to be the viscosity at temperature of service? What earthly influence can the viscosity of an oil at atmospheric temperatures or any other temperature, excepting temperature of use, have to do with the lubricating properties of the oil?

There is something radically wrong with the importance which is placed upon the viscosity test of all lubricating oils.

Leaving the lubrication of the internal combustion engine and coming down to

the simpler problem of lubricating machinery, operating under ordinary atmospheric conditions, where we have less interfering factors when we come to applying the lubricant, which will prove the most economical, all things considered, I want to take advantage of the common knowledge of automobile lubricating phenomena, even though we do not understand some of the mysterious details, to explain more fully the advantages of that most wonderful of modern inventions, HOUGHTON'S ABSORBED OILS.

Briefly described, HOUGHTON'S ABSORBED OILS are lubricating oils which have been absorbed in a film oil. They are not blends of a thin and thick oil, or a thin oil made thicker by the addition of a certain percentage of thick oil, but consist of a porous oil, one which has the property of absorbing and holding in absorption, the best quality of lubricating oil, the absorbent being a sustaining film oil. Under pressure of service between the lubricated parts, the lubricating oil proper

is forced by pressure to the surface, leaving the absorbent oil as a sustaining film, holding the lubricating oil in place, or in other words, preventing it being squeezed out.

Theoretically, the Absorbed Oils function in this manner:—

It is as if there were a layer of metal representing the outside bearing surface; a layer of lubricating oil representing the oil between the outside bearing and the absorbent oil, which forms the sustaining film, and another layer of lubricating oil between the film oil and the inside metal bearing surface.

All authorities agree that the best method of preventing friction is to substitute fluid friction for solid friction and thus the ordinary method is to use an oil between the bearings, but such an oil must be in itself sluggish and a friction creator if it possesses sufficient adhesiveness to hold its place between the bearings, while it is functioning as a lubricant. With HOUGHTON'S ABSORBED OIL the film oil holds the lubricant in place, permitting the use of a better lubricating oil.

A film oil surface is softer than a metal surface; a grinding effect between one metal surface and one film oil surface will naturally be much less than between two metal surfaces. I take it that such an argument appeals to the common sense.

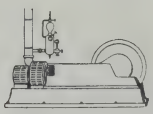
HOUGHTON'S ABSORBED OILS are now adapted to almost all textile machinery (excepting bath spindles), wood-working machinery, metal-working machinery, paper mill machinery, pneumatic tools, printing machinery and farm implements.

HOUGHTON'S ABSORBED OILS are not offered as a "cure-all" and a different variety is necessary for each different type of bearing. Their use is consistent with every well-known proven theory of lubrication. There is nothing revolutionary about their use. The same or better oils are used as formerly, but fed in a more modern manner, reducing waste.

Some folks have concluded that because Houghton's CYL-TAL, the modern lubricant for reciprocating steam engine cylinders, is a grease at atmospheric temperatures, it is one of the Houghton Absorbed Oil family. This is not true. CYL-TAL is a unit in itself. If it be a grease at atmospheric tempera-

tures, it is an oil at temperature of use. It will reduce the cost of steam engine cylinder lubrication over 50%; reduce the hazard of cut cylinders to zero; minimize the resetting of the valves; obliterate all difficulty arising from oil in the boilers and clogging of the valves in the vacuum heating systems. CYL-TAL is largely and generally used and has been upon the market for ten years. It is far past the experimental age.

CHAS. E. CARPENTER,
President.



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CHARLES E. CARPENTER, NEAR EDITOR

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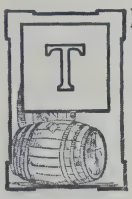
HEART TO HEART TALK WITH LINE READERS

By the President



THE object of these Talks is to take our present and prospective customers into our confidence.

In following this policy we may break a rib or two in the rituals of so-called commercial etiquette, but I hope that our readers will ever remember that it has always been most difficult to tell the truth, the whole truth and nothing but the truth.

Out of all good comes some bad.

One of the penalties of being successful is to be maligned, just as one of the penalties of endeavoring to enjoy a beautiful August moonlight night on the Barnegat Bay is to be pestered with mosquitoes.

Whatsoever may be our personal opinions regarding John D. Rockefeller, the facts remain that he has been the greatest individual beneficiary of mankind of the present age, as well as the most maligned.

Roosevelt was the greatest of them all, perhaps, and yet tremendously maligned.

I have not the slightest desire of appearing to put my Company or myself in the Standard Oil or Rockefeller class. But I have long ago realized that a wise provision of nature has provided that in direct proportion to your accomplishments, shall you be misunderstood and misrepresented. It seems to be a natural handicap, which is placed upon the efficient, to prevent their overrunning and thoroughly obliterating the inefficient.

It so happens that whensoever a peanut politician desires to obtain cheap notoriety, he attacks some politician or statesman higher up. We have almost a continuous performance of Congressmen and Senators desiring to impress their constituents, not by their own achievements, but by their attack upon their betters.

And so it is in commerce.

I have no objection to the practice. I accept it as a part of the game. It merely makes business that much more sporty.

Even in yachting we must exercise an eternal vigilance in order to prevent vermin from overrunning the yacht. Those who have never been yacht owners, but who

have merely functioned as guests, do not appreciate that one of the everlasting duties of the crew is to keep vermin from getting a hold on the yacht.

One of the very first things one must learn, if one would advance above the common level of trade, is that spite and venom are liabilities and not assets.

The spirit which dictates the Houghton policy in business, is service to our customers. But by service I mean more than courteous treatment and prompt shipment. I mean that the one great effort of every department in the Houghton organization, is to try to see to it that every Houghton customer is benefitted by buying from Houghton.

If we cannot make it an advantage to deal with Houghton, we fail of our purpose. We have long ago given up the thought that we can always make this advantage in price, because low price is the great temptation to inferior quality and is after all the root of most evils in commerce.

Our efforts are applied to trying to furnish our customers with such products as shall in the long run, prove the most economical.

I would not be different from the average hypocritical reformer (for we are business reformers), were I not to admit that we expect a selfish return for our efforts in serving our customers thus.

That is to say, when we aim to effect a substantial economy for a customer, we also expect to effect a profit for ourselves.

But, I believe that I am thoroughly honest and frank when I state that service to our customers is the impelling influence, rather than profit to ourselves.

That is, we argue, "If we serve well we shall profit," rather than, "We shall serve well because of profit."

The business in which we are engaged—Oils and Leathers for the Industries—is one which has been more largely dominated by so-called monopolies than perhaps any other line. We have at all times been good sports and have never complained of the competition of those so-called monopolies and have never in our 58 years of existence rushed into the courts, appealed to the Federal authorities, or "belly-ached" about the methods of the alleged monopolists.

Frankly, we have always had a suspicion that if we were in the shoes of the alleged

monopolists, we would probably do about as they do.

Enormous volume and low price are essential to a monopoly, but volume and price have never been the intimate associates of best quality, because there is never a sufficient number of consumers so intelligent as to appreciate best quality and resist the temptation of low price. It has always required intelligence to appreciate quality and intelligence is never in the majority and, therefore, best quality is never the companion of large volume and low price.

One of America's greatest Generals of Commerce, in passing an opinion upon our Company said, "Houghton is wise, inasmuch as they move along the lines of least resistance." By this he meant that the great combinations of capital, who might be considered as our competitors, cannot stop to compete with us on a quality basis, because they are after volume.

In other words, we have always believed that there was a sufficient number of possible users of Houghton Products, who were possessed of sufficient intelligence to appreciate quality, to enable us to build up a substantial business of reasonable profit, and while such a business could not possibly bring to us the fabulous wealth

that has been acquired by the so-called monopolists, yet it would be sufficient to meet our ambitions and at the same time we would be thoroughly happy in that business.

That our theories have been proven correct is shown by our success. Nevertheless, we have established a unique position in the field of commerce, inasmuch as we have proven the economy of quality and are, therefore, the natural prey for counterfeiters.

Counterfeiters do not counterfeit spurious things, but only the best.

Those who claim to, "have the same as," or, "as good as Houghton's" are legion and I offer this fact as the best evidence of the superior quality of the original Houghton Products.

Inasmuch as the Houghton Products are only sold either directly to the consumer, or indirectly through our exclusive Sales Agents, we have no "dealers' problem" to consider.

In other words, whensoever a manufacturer is marketing his products through the dealer, he has at all times to consider the welfare of the dealer, as well as that of

the ultimate consumer. We have the consumer and the consumer only to consider.

The probability of the dealer substituting inferior substitutes for the Houghton Products, or of providing for increased profits for the dealer in order to inspire the sale of the Houghton Products, is not a part of the Houghton sales problems.

Our policy of selling directly to the consumer is necessary, because Houghton Products possess quality merit. Otherwise, it would be very plain that the best policy of the Company would be to accept orders from anyone and everyone who would pay their bills. But the fact is that no one can buy the Houghton Products but the ultimate consumer and he can only obtain them either direct or through our exclusive Agents.

Of course, this policy is not original with Houghton, but is the usual policy whensoever the products possess superior merit and the application of such a sales policy is practical. The Houghton sales' policy is one of the best general proofs that the Houghton Products possess superior merit.

In 1921, the year of greatest depression, when folks were unusually receptive to price arguments, there was one of those fly-by-

night concerns sprung up, who expected to thrive on the Houghton reputation, by soliciting trade on the basis that they had products equal to Houghton's for less money.

They claimed they could undersell Houghton for the following reasons:—

1. They did not carry such a number of high salaried executives.

2. They did not have the expense of The LINE.

3. They did not have an expensive Research Staff to originate, and it cost nothing to imitate.

4. They had no expense of advertising.

I personally issued orders that this concern was to receive no aggressive competition. That they were to be permitted to run amuck.

Under no circumstances were prices to be cut to meet their competition.

Be it said to the credit of our customers, that this fly-by-night concern sold to only 23 out of 35,000 customers and of this 23 just 100% or 23, have returned to the Houghton Products.

HEART TO HEART TALK

The other day I happened to run into the President of this wouldbe competitor and he confessed that parallelling the Houghton Products had been a failure and as he put it, "we are now putting out products of our own."

Don't think from this that I claim that our Company is infallible and 100% perfect. Such a thing is impossible of course. That is the reason we are everlastingly endeavoring to improve. It sometimes happens that our products are found below par and our prices exorbitant. But when this discovery is made, we get busy without regard to cost, and remedy the defect.

It is impossible for us to pursue our policy of exposure of questionable business methods in our trade, without calling down on our heads the venom and denunciation of those who have been engaged in those methods. That is the price we must pay for our policy and no thoroughbred finds fault with the price.

Whensoever one makes so bold as to declare war in the cause of righteousness, one must expect to find oneself at war with the unrighteous.

We believe ourselves perfectly able to take care of ourselves in such a contest

and we welcome such a combat rather than shun it.

My only thought in this Talk is to impress upon my readers that their cause is ours and that it is all a part of the great game of reform, which is carrying the World onward and upward to a better condition of things.

I have been vigorously denounced for what has been termed my attack upon The Leather Belting Exchange. Yet I am not conscious of intending to attack anyone. My object was merely to uplift the leather belting trade, in which the Company whose stockholders have honored me by making me their President, is a prominent factor.

At one time I desired that our Company should be a member of that Exchange, because I have always been a great advocate of fraternalism among competitors. But our counsel pronounced The Leather Belting Exchange as: "An illegal combination in restraint of trade," and refused to give his sanction. I made no secret as to why we did not join, but I declined to attack the Exchange or its objects, upon the opinion of our own counsel. I just declined to permit our Company to join and let it go at that. Not until the United States

Attorney General declared all such concerns as The Leather Belting Exchange illegal, did I mention it, either verbally or in print.

Now, in self-defense (and I consider that self-defense is one of the first laws of nature), I claim that having been declared an illegal body, The Leather Belting Exchange should show cause for its continued existence—a real cause—and that cause should be that it exists not for the mere benefit of its members, but it functions for the benefit of the belt-using public generally.

If I be wrong in this contention, I am open to conviction.

I claim that scurrilous, unwarranted and untrue attacks upon the manufacturers of belting, made from other materials than leather, is not a reason for their existence, but rather a reason why they should cease to exist.

The attempts of The Leather Belting Exchange to make the public believe that it represents a substantial number of the leather belting manufacturers in the United States comes very close to false pretense, for there are approximately from 200 to 225 leather belting manufacturers in the United States and approximately only 35 of these belong to The Leather Belting Exchange.

The Leather Belting Exchange as it has existed, has been declared illegal and I understand that they have altered their methods as an acknowledgment of this accusation. I firmly believe that as they exist today, they are a detriment to the best interests of the belting user. If this statement be wrong, they have the power of their 35 members to contradict this individual statement, for I have consulted with no competitor and have the aid and assistance of no one in my stand. I am merely stating the truth as I see it and am perfectly willing to accept the responsibilities of these statements.

If I be wrong, let The Leather Belting Exchange show what they are doing to prevent unfair practices in the trade and I will be their staunchest supporter.

I am firmly convinced that righteousness in business as well as all other affairs of life, will eventually prevail, though the road may be rocky at times before victory for righteousness is attained. I cheerfully accept the rocky road, fully comprehending what it means to have the combined opposition of 35 members of a trade, while I have not so much as a single ally.

Of course, the belting user is interested in the purification of the trade and perhaps

Continued on page xiii

The HOUGHTON LINE

REG. U. S. PAT. OFF.

APRIL 1923

VOLUME XXIX NUMBER IV

Line Logic

Who put the ax in taxes?

SHOCK ABSORBER. One who wears shocking styles.

We went to see "Doug" in the "Three Mosquitoes" and got stung.

When we see the photographs of some kids, we marvel at Mother's love.

There is probably no worse luck than to work for your board and lose your appetite.

Because it is claimed that some historical textbooks are warped by prejudice, it is now proposed that we abandon history.

We became discouraged about taking singing lessons when we discovered that it would take three years to learn to sing, as well as we thought we could sing before taking lessons.

Saloons are no longer the Poor Man's Club.

It is all right to spring a joke, but don't push.

Big manly men are quitting smoking. It seems so effeminate.

When a motorist turns turtle, should you put him in an aquarium?

Are we to have a fuss with Mexico to prove whether blood is thicker than oil?

Me for the doctor who will prescribe pleasant thoughts while eating.

One never realizes how many parts an automobile has until a locomotive hits it.

Bergdoll is credited with being worth a half million of dollars, but in reality he merely has that much.

An English reader wrote us asking which we considered the most uncivilized, Lynching or Football.

In the recent agitation of the merits and demerits of mushrooms and other fungi on Society, it is a wonder they did not investigate Congress.

A prominent Philadelphia tailor advertises that in the interest of Society he will sell one-hundred dollar suits for sixty dollars. Now if he will tell us where to get the sixty, he will be a real philanthropist.

Ku Klux Klan

WHETHER or not the resurrected Ku Klux Klan is going to be a fly-by-night sensation, or remain more or less permanently in our midst, depends:—

Upon the seeming necessity for its existence.

Upon the ability and wisdom of its leaders.

Once upon a time, not so long ago, I was traveling incog., because I wanted to avoid the fact being known that I was in a particular locality, and it so happened that I ran into information that there was to be a proselyting meeting of the Klan, for which invitations had been issued to those who were likely to become members.

I had nothing particular to do the evening of the meeting, so as I had been corresponding with one or two of The LINE readers, with a view of getting a line on the Klan, I made up my mind to get into that meeting if possible and learn first-hand.

An indignant member of the Klan might say that I was dishonest and not within my rights, in attending such a meeting, but my answer to that is that I am an American citizen and it is not only my sacred duty to uphold the Constitution of the United States, but also American institutions and, therefore, whensoever it comes to pass that there is a body of a considerable number of citizens, organized for purposes alleged to be of public interest and not purely fraternal or charitable, I have a right to

butt in, and learn for myself and furthermore, I am going to continue to do so, until I am laid cold in my attempt.

Of course, I succeeded in getting into the meeting, but if I were to recite here, how it was done, I might not be able to do it again the same way and it was so easy, that I would hate to be denied the privilege of doing it again.

I have a very poor memory for names, and for fear I would find myself in the street, without any apparent effort on my own part, I did not make notes. But I think the "Fiery" orator's name was Dr. Fowler and he came from Dixie.

As near as I could get it, the present Ku Klux Klan is a resurrection of the original Ku Klux Klan, so perhaps it might be well to go into the history of that organization.

The Ku Klux Klan was an association of Southern whites formed for the purpose of opposing the reconstruction methods employed after the Civil War. But, as often happens, the name Ku Klux Klan was applied to all societies of Southern whites, formed for the self-protection of the whites after the War, or formed to protect the whites from being overridden by the blacks and their Northern agitators. The Knights of the White Camelia was originally a much larger and stronger order than the Klan. There were many other such societies. The Klan, however, seems to have been the most notorious.

Perhaps had I lived in the South at that time, I would have been a member of the Klan, for I can realize how there must have been much to fear, both real and imaginary, in a depleted, poverty stricken country, which had just been

conquered. It must be remembered that it is adversity and not success which cements the peoples of a nation, as well as of a family, and that the strong loyalty of Southerner to Southerner which exists to this day, was born of the adversities of the Civil War.

It may have been all very well in principle to have freed the slaves, but anyone with a grain of common sense can see the danger of suddenly giving liberty to a large number of enslaved, ignorant people and then being compelled to live in their midst.

I am not prepared to admit that every Northerner who went South was a "Moral Degenerate," "Outlaw," or "Scalawag," as the disciple of the "Fiery Cross," at this particular meeting, described them, because I know some went South for the purpose of aiding the Southerner and they liked the Southerners so well that they married into their families and retained a permanent residence there.

But there had been a long war and as it was a family fight, the bad blood and ill feeling it created were much greater than if the war had been between those of different nations.

Do you remember the Spanish War and how we dined and wined the captured commanders of the enemy and what a jolly lot of good feeling was generated between Spain and America?

That's because it was not so much of a war at that.

But the Yanks were sore on the Rebs and the Rebs were sore on the Yanks, and they both had cause to be, in my estimation, for some-

how it seems to me that when war occurs there is mostly wrong on both sides.

When we go into a war, it is our duty to stop questioning motives and go in and win for our country, right or wrong. That's the way the game must be played. Civilization could not thrive otherwise. When a war is on is no time to stop and plead that you object to the war; that it is a foolish war; that your religion does not permit you to participate in a war and all that sort of mush. War means, that until there be peace, there shall be one and only one opinion and that is the opinion of the government, which we all must support.

When it comes to peace times, it is all very well to give due expression to your feelings, and looking backward, although every one of my male relatives over sixteen years of age, volunteered and every one of our women did their bit, I think that the Civil War was one of the most foolish and unnecessary that was ever fought.

The War was fought over the question of state rights and in my opinion the South was right in theory. But today the "Wet" States have just as much of a grievance against the Federal Government, because of the Eighteenth Amendment, as the Southern States had then because of the Thirteenth Amendment. We hear no talk of the "Wet" States seceding, do we?

The Ku Klux Klan had a real cause for its existence when it was first begun as a young men's social club, in Pulaski, Tenn., in 1865, even though it had a most absurd ritual and strange uniform. It was because of the accidental discovery of the awe and fear that this uniform

had upon the lawless blacks that the Klan expanded rapidly into a great federation of regulators.

The actual causes given for the necessity of the Klan, from 1865 until 1870, were:—

1. The demoralization of the civil law of the South, due to the War.

2. The corrupt and tyrannical rule of the Northerner, renegade and Negro.

3. The attempt of the Federal troops to control elections.

4. Fear generally of the Negro, of black insurrections, of the disarming of the whites and the arming of the blacks, of the attempt to create a social equality between the blacks and whites.

The declared principles of the Klan were:—

"To protect and succor the weak and unfortunate, especially the widows and orphans of Confederate soldiers; to protect the members of the white race in life, honor and property, from the encroachments of the blacks; to oppose the Radical Republican Party and the Union League; to defend constitutional liberty; to prevent usurpation; to emancipate the whites; to maintain peace and order and to preserve the political and social supremacy of the white race."

In other words, the Ku Klux Klan conducted a secret or bloodless revolution—a "Nightshirt Revolution," it has been called—and whether we like it or not, anyone who is familiar with the South, must admit that the Ku Klux Klan revolution was most thoroughly successful.

No fair-minded person will deny that there is a substantial portion of this country which lives in open defiance of the Constitution of the United States and yet the strange part of it all is that one of the principles of the Klan which is featured most is the upholding of the Constitution, but the idea of the Constitution which the Klan possessed was the original Constitution, unamended. It believed that "upholding the Constitution," meant the prevention of the altering or amending thereof. And in my opinion it was not very far wrong.

As strange and weird as the Klan's methods may appear to the intelligent people of today, they were not so foolish as one would be apt to believe. It was dealing with an ignorant, tremendously superstitious people, and it felt it was far better to frighten them into obedience than to kill them. And, again, I guess they were right.

As I look back over the doings of the Klan, I can only regret, that to me, it seemed the least of two evils and I guess in the long run it served a useful purpose to Society.

But why the necessity of a Klan now?

I could not gather exactly from the Wizard of the "Invisible Empire," who addressed the meeting, the necessity for the Klan at this particular time.

As I am writing this article I can look out of my windows over the streets of one of the Negro quarters of Philadelphia. They are a cleanly race, much more orderly than any other race of equal intelligence in our city. I would hate to take a chance in a nightgown on a white

horse, trying to frighten that bunch. My old college chum and the political leader of these blacks, Charlie Hall, has taught them better.

Had it not been for one loud-mouthed enthusiast, I would not have gotten the real gist of the Klan meeting, but this booster of the "Invisible Empire" shouted, "We are against the Jews, Catholics and Niggers."

If you take the trouble to patronize the boxing arena, you will note that the "talent" of most of the lighter weights is made up of Jews and the Jews are not going to be frightened by nightshirts. And I can imagine no reason why anyone should desire to frighten them. As to the Catholics, I am not a Catholic, but take it from me, the organization of the Catholic church has stood firm against the armies of nations, and no nightshirt brigade is going to cut much of a figure with a Catholic. It took years to get the Catholic church organized to the point where it can command and obtain almost blind obedience from its members. No overnight organization of fanatics is going to undo what took years to accomplish.

Though I would probably have been a member of the "Invisible Empire" had I lived in the South in 1865, I can see no earthly use for its existence today, for although it claims to stand for Americanism, it denounces the fundamental principle of Americanism when it secretly organizes to oppose any one class, for "America welcomes the World," and here the persecuted of all nations are supposed to find a welcome refuge.

The only effect the Klan will have now will be to create sympathy for those it is organized to oppose.

There is no condition of environment existing today which is similar to that which existed in the South in 1865.

There is no strong bond of fellowship created by the adversity of war; and there are no outrages real or imaginary, to inflame the public mind, but on the other hand, the Jew, Catholic and Negro hold a very useful place in our community, the Catholic and Jew vying with each other in their enormous charities.

A leaflet which has drifted into my possession, which is an authentic declaration of the principles of the Ku Klux Klan, says:—

"The knights of the Ku Klux Klan are sworn by a solemn oath to uphold and defend this immortal Constitution of the United States."

If the Constitution intended to give us anything, it intended to give us religious liberty and how can the Klan oppose two religious creeds, which creeds have existed longer than the Constitution and, therefore, were undoubtedly intended to have equal liberties under the Constitution, if it be their intention to uphold the Constitution?

The Klan proclaims that our forefathers established the United States as a "Protestant country." That is a statement which we hear too frequently and, of course, it always comes from the mouth of an ignorant fanatic, for our forefathers when they drafted the Constitution, went to particular pains to avoid establishing this as a Protestant country and anyone who

has studied the history of the United States, knows this statement to be true.

I suppose I am getting too old to mix it up as I formerly did, but if my muscles are not so strong and if I have slowed up a bit in my movements, the desire is there just the same, and I cannot help thinking what a good bunch of active chaps such as took care of things for me on election day when I was active in politics, would do to that Klan gang all dolled up in nightshirts. In those days we stripped for action and had a hard time getting away with it at that.

I am a white man and I stand for all of the ideals of the white race and I stand first, last and all the time for charity to all the World, for bravery as opposed to about fifty bedecked and masked men, using brute force on one; for the uplift of all unfortunates; for the respect of every other person's religion, and I consider any white person or combination of persons who believe to the contrary, are a disgrace, rather than an honor to the white race.

No member of the Klan has a right to claim to be white. In my opinion, he is a "nigger" (in the true sense), who, unfortunately for the real whites, is possessed of white skin.

I cannot imagine the Klan as it today exists, really amounting to anything, although I believe Klan Potentate Fowler claimed a membership of four millions.

But if it should ever come to pass that the Klan takes up night riding as a side issue and attempts to intimidate good American citizens, because of their faith or color, it will find arrayed against it REAL PROTESTANTS AND REAL

WHITE MEN and if God spares me the strength, I will be with them, because I stand for real Protestantism, which was the religion of my father and my father's fathers and I resent anyone calling himself "Protestant," disgracing my religion. I will fight with force if necessary, alongside of Jew, Catholic or Negro, against all attempts at persecuting them, because this is true Protestantism as taught by Jesus Christ, for which all real Protestants stand, and I will be very much surprised and ashamed of the Protestants if it does not come to pass that on each and every occasion, the Protestants do not outnumber the Klan ten to one.

Frighten the Negro with nightshirts?

Intimidate the Catholic?

Discourage the Jew?

It is to laugh.

Relativity

Twinkle, twinkle, little star,
How I wonder where you are;
High above I see you shine,
But, according to Einstein,
You are not where you pretend,
You are just around the bend;
And your sweet seductive ray
Has been leading men astray
All these years—O little star,
Don't you know how bad you are?

—*Science and Invention.*

VERY day
in every way
CYL-TAL
is getting more and
more popular.

Not a Revolutio

THE first important duty of a lubricant is to keep the metal surfaces of the bearing from coming in contact. That has always been so and it is so today. In the early history of power driven machinery little or no attention was paid to the power required to pull the machinery. Everyone was happy if the machinery was operated with no hot bearings. Later it was developed that one lubricant would permit the operation of a machine with less cost for power, and then it became generally known that a rapid flow of a fluid oil would prevent friction more than a slow flow of a less fluid oil, but of course, in the last analysis, the oil had to be of such a character as to prevent the metal surfaces from coming in contact. And so it came to pass that lubricating oils were largely replaced by lubricating greases, until it was discovered that lubricating greases were power thieves, though good film producers, and then lubricating greases were generally discarded and lubricating oils, fed freely, took their place.

HOUGHTON'S ABSORBED OIL is merely one other step in this evolution. HOUGHTON'S ABSORBED OIL is composed of two oils. One is a film absorbent which functions in two ways. It produces the toughest film between the metal surfaces and then it holds in solution

but an Evolution

a lubricating oil possessing the greatest fluidity consistent with the service it is to render, which under pressure rushes here and there and everywhere, into every crevice and onto every part, but which because it is held on the surface of the film oil does not flow off and waste or stain.

With a lubricating oil lubricated bearing we have a metal surface, separated by an oil from another metal surface; with a grease lubricated bearing we have a metal surface, separated by a grease film from another metal surface, losing the power which it requires to drag the film; with a HOUGHTON'S ABSORBED OIL lubricated bearing you have a film oil in the center, separated on each side of the film from the two metal surfaces, by a lubricating oil, which oil is held in place by the absorptive power of the film oil.

HOUGHTON'S ABSORBED OILS are adapted to the lubrication of most types of metal working, wood working, paper mill, tannery and textile machinery, excepting textile spindles.

Write to the nearest address on the inside back cover and negotiate for a trial

E. F. HOUGHTON & CO.
OIL DEPARTMENT

HE HOUGHTON RESEARCH STAFF has made a study of the lubrication of machinery since 1865 and has originated every special lubricating oil for special machinery which has met with general favor among the engineering fraternity. The HOUGHTON RESEARCH STAFF is an acknowledged World's authority on the subject of lubrication and lubricants, for which reason improved forms of lubricants known to be the invention of The HOUGHTON RESEARCH STAFF, or to have the approval of that authority, have always been accepted by the engineering fraternity as authoritative.

Business Is Business

THERE are so many periodicals, books and experts to tell one how to become successful in business, that the wonder is that it is possible for anyone to fail.

My personal opinion of ninty-six per cent. of this published stuff is that it is "bull" pure and simple.

When a man tells me that he is operating his business on the basis of a Babsonian chart, or some other equally weak foundation, I have about the same opinion of him as I have of the man who will not sign an important paper on Friday; refuses to do business at all on Friday the thirteenth; expects bad luck all day if he happens to walk under a ladder in the morning and if he spills his salt at luncheon, is certain that the omen forecasts a fight with his wife when he gets home in the evening.

Just because, and only because, our folks have thought it unfair to condemn something without trial, our Company has tried about as many of these "damphool," so-called expert, scientific business stunts as anyone, but I am now sixty years of age, and I am through.

They can try their stuff on my competitors from now on.

All of which is inspired by the fact that it has been called to my attention, that a certain chap, one who is as good as you make them, after working until he was fifty years of age and saving up some thirty-six thousand dollars, was tempted to enter into business on his own

account, because these various "business publications" had convinced him that the going was easy and what he lacked in knowledge or natural inclinations, could be obtained from Babson, bulletins and books.

Now he knows that it can't, but unfortunately, he is fifty-three years of age, broke and out of a job.

Business is the simplest thing to understand and one of the most difficult to put into effect.

Business is like unto the game of football. You may sit on the side lines, know the rules perfectly and watch the plays until the cows come home, but you will never make a player until you actually get in the game and learn by experience.

If your competitor has in his organization, one of those modern human live wires, to whom so many businesses owe their success, you are not going to get the live wire effect in your business from any chart or book on Earth.

There was a time within the memory of most men, not over seventy years of age, when the corporation began to replace the partnership in business and it was argued, that inasmuch as the corporation was an artificial individual, created by the state, the personality was rapidly going out of business; the necessity of the human touch in business was a thing of the past.

Now my old Dad was a preacher rather than a business man, but he was a philosopher above everything, and I remember him saying to me one day when we were going over to New York from Philadelphia, and he had been reading

some of this alleged expert opinion about there being no longer the necessity of a human touch in business, "Charles, don't take any stock in this sort of opinion. So long as human beings remain human beings they are going to be subject to all human influences. I guess there is not much human touch in some of these corporations today, but if they are to continue and succeed, they have just got to put the human touch there."

As Dad did not pass over until December, 1914, he lived to see his prophecy fulfilled.

I really do not know what merits are possessed by schools of correspondence. But if any of them claim that they can teach by correspondence, how to make a success in business, they are just plain one hundred per cent. frauds, for it can't be done.

"Oh!" the Haberdashinal School of Correspondence will exclaim: "But here is Bayard Reginald Donaldson. He took one of our courses and now he is the head of the Cream Custard Creation Corporation, Limited."

They are like unto the politicians. If a politician loses his district, it is due to the foolishness of the leader higher up, but if he carries his district, HE DID IT.

Mr. Donaldson might have been president of the Standard Oil Company, if he had not been handicapped by a correspondence school course.

Donaldson got where he is because DONALDSON DID IT and not because of any book learning.

I have twice declined a salary larger than that of the President of the United States, which

was offered to me to write copy for advertisements. I never studied advertising scientifically in my life. Of course, as I have specialized upon preparing advertising copy, I have been intensely interested in everything published on the subject and am seldom without some advertising literature in my brief-case to read on the train and in spare moments. But I know nothing about the so-called science of advertising. Neither is my English extraordinary. Yet I am not boasting when I say that the evidence of my success as a producer of advertising copy, is self-evident.

My signal success is The HOUGHTON LINE, which is credited with being the greatest success of any endeavor in the advertising of technical products.

How was it accomplished?

By reading books?

Not so you would notice it.

By brushing up upon my rhetoric and grammar?

I humbly confess that I have never looked into a book pertaining to either since I left school and experts on these studies will confirm this statement, as I am sure my copy is ample proof.

It was accomplished by putting my personality into it. By thinking, rather than studying. By cutting out the "bull" and realizing that men who operate machinery are intensely practical. A man engaged in industrial pursuits, appreciates architectural beauty, of course, but he judges the value of a machine by its ability to produce and not by its appearance.

It is rarely that super education, particularly as in literature, does not create the appearance of affectation in the individual possessing it.

If there is one thing the superintendent, engineer, master mechanic, and all-around practical, industrial executive, will not stand for, it is affectation. I do not say that the affectation is always intended, but I do say that it appears to be so and that there is a deep-rooted prejudice against affectation by the clientele I desire to reach with my messages. Just as there are places where a dress suit makes a hit, there are places where a flannel shirt makes a hit and there are more of the latter than there are of the former, but there are a lot of "damphools" who do not appreciate this and insist upon working the dress suit stunt overtime.

I am not a charlatan, nor is there one particle of charlatanism in my make-up. I believe in the direct opposite of what all charlatans believe.

I believe in frankness to a degree of bluntness. I believe that I would make a most dismal failure of my methods were I trying to sell bum bonds, Babsonian business bibles, jewelry, town lots and many other commodities, all of which goes to prove that advertising is the art of knowing how to address each class of folks upon each subject, in the most convincing manner.

I can hire a man, and have hired him, who is a Yale graduate, with a post graduate course at an English university, to put the most carelessly written copy I have ever created, into perfect English, for $15 per issue of The LINE. Then when I read his corrected copy, I don't recognize myself at all and I feel like one who is

plagiarizing, so I throw the original copy over to my Secretary and instruct her to see that there can be no case against me for actually murdering the King's English, and shoot the original stuff at you.

The very first thing a man wants to learn about business is that he gets out of business what he puts in it.

In the forty years with which I have been connected with the House of Houghton, there have gone from our concern four individuals or groups, who planned to start up in opposition. That is to say, their purpose has been to start up a business of their own and take out of it, what those have put in the Houghton business who have builded it, and the whole four have not only failed, but they have made most disgraceful failures.

This is because they hoped to get by, by taking out without putting in anything.

You cannot succeed today solely upon your successes of yesterday.

It is true, and it is fortunate, that all businesses will coast along for quite a period on their successes of the past, but unless you keep feeding a business with constant successes, there is certain to come a period of failure, for business is much like a tannery.

The first process in tanning hides is the soaking.

If we should stop soaking hides today, finished leather would keep right on coming out of the tannery for from eight to ten weeks hence, but at the end of that time there would

be a stoppage of leather coming out of the tannery of precisely the same duration as the stoppage of soaking.

In business, like unto tanning, you must keep soaking every day, or there is certain to be a let-up.

Nothing in this article should be interpreted that I am opposed to education or culture, for I am in favor of both. But I am opposed to the artificiality which both seem to have a tendency to create and to the application of either, where they will not produce results.

When you say men succeeded because they are educated, you must stop and measure their success. At what did they succeed? Did they succeed in fooling their fellow men sufficiently to obtain enough votes to become a Governor or a Senator?

When you state that men have succeeded without education, you must stop and consider the measure of their success also. Have they succeeded merely in accumulating wealth? In other words, what is success?

My own idea of success is that no man has succeeded who has not contributed something to Society. Surely we would not class criminals who have not been detected and convicted, as successful men.

I have seen the nose of cultured people go up in the air, when the names of certain rich pork packers have been mentioned, because said pork packers are not what these folks call "cultured," but I happen to know that these pork packers have obtained their wealth by the contribution to Society of better, more

wholesome, and less costly food, and this contribution in the way of real usefulness, will compare favorably with the contributions which have been made by the exclusively cultured classes.

God forbid that civilization shall depend for its advancement and permanency upon the cultured class.

America's pioneers were not of the select.

I am more than familiar with a certain business, which because of the hard work and good common sense intelligence of its founders, grew to immense proportions. Of late years, as the younger generation has come along, I have noticed that the so-called old-fashioned methods are being abandoned. The old folks were at the works early and on the job, but the youngsters have clerks to open the mail and prepare things for their late arrival—about 10 A.M.—these youngsters little thinking of the value of personal example. The old folks knew their foremen and most of the men. It was "Hello! Dick," "Howdy! Jack," etc. But the youngsters have a superintendent who comes between them and the common herd.

When the failure comes, the young folks will think it is "hard luck," or perhaps blame it on the "Trusts."

Good common sense and honesty are still and always will be the basis of business success.

Tears, except as a private demonstration, are an ill-disguised expression of self-consciousness and vanity, which is inadmissible in good society.

—*Holmes.*

Off the President's Bat

I HAVE witnessed the play, "Rain."

The plot pictures a regular 1923 flapper, who was "framed" in San Francisco and escaped to some South Sea island, being discovered by a missionary and convinced by the force of religious power on the part of the said missionary, that she must repent, she decides her salvation depends upon returning to the States and serving her undeserved punishment of three years in prison.

The missionary becomes desperately in love with the scarlet heroine and falls and cuts his throat in a spirit of remorse.

What possible good such a play can do the community I cannot imagine. It seems to have no moral, merely an immoral.

Were it practical or probable that the religious fanatics could be made to constitute a substantial portion of the audiences, probably some good might come of it, but as that is not within reason, the play can only do harm.

It must be remembered that if we destroy religion, we destroy civilization, for civilization never did exist and never can, without religion.

The church (not true religion) should have the benefit of constructive criticism, without which it must decay, but when it comes to merely "knocking" religion, for the sake of knocking, nothing but harm can result.

Taking it all in all, I left the Theatre with a very bad taste in my mouth.

Willie Wiseman

WILLIE heard that the Old Man was down to Providence a few months back, making a spiel before the Rhode Island Purchasing Agents' Association.

This visit to Providence took the Old Man back some years.

It was somewhere about 1884 that the Old Man and Willie did a double turn through Rhode Island, Fall River, Lowell, Lawrence and New Bedford.

It was customary in those days for the cotton mills to contract for their supply of lubricating oils by the year and our Company sold mostly lubricating oils in those days. The contracting year was usually the calendar year, so while Willie was going over the ground more or less during the year, it was the Old Man's habit for several years, to meet Willie in Providence right after Thanksgiving and keep at it until Christmas.

Those were the days when vigor and muscle were prime factors in the selling of oils. Usually by the time the Old Man arrived on the ground everything in the way of a vehicle was on runners, for the snow could be depended upon, in those days, to come to stay around Thanksgiving.

There was no such thing as artificial heat in the hotel bedrooms, outside of the largest cities and usually we all beat it to a common washroom half dressed, in the morning, much after the fashion that we now meet in the Pullman washroom. This hotel washroom was usually heated

with a cast-iron stove, red hot and too hot when you were close to it, but the room would be cold enough when you got any distance away from the stove. If you were the first up you usually obtained hot water with which to wash, otherwise it was yours for the frigid face.

The sleigh was usually at the hotel at 6.30 A.M., when you did not have to walk some distance to a livery for it, and the program was laid out so that you would aim to make your first stop at the furthest point.

There were few if any purchasing agents, or purchasing departments. The agent, treasurer, or superintendent was the man you invariably had to see and it was Willie's job to know the best hour to catch that individual in the office, for after he had gone into the mill you had to wait for his return, which would be anywhere from one to three hours.

We are all the victims of habit and it was surprising how much more rapidly a fellow would get over a territory and see his people if he happened to know the habits of those people.

The Old Man was a glutton for work, as strong as an ox and lugged a seventy-five pound sample case. Willie knows the weight because he has seen it weighed. And take it from Willie, that was some sample case. Every bottle shone from the polishing it had received the night before; the bottles were protected with rich red silk plush; each label was perfect and most accurately adjusted and every cork ideal. There were chamois, wipers, glasses and mirrors on which to show the oil. There was even a little plush bag of sawdust to quickly absorb any oil which might be accidentally spilled. There was

also a bottle of naphtha and a small silk sponge to remove oil stains from the clothing or plush pads in event of an accident.

I tell you, when the Old Man opened up that sample case and began to talk oil, he commanded attention, even though he was perhaps one of the most youthful looking chaps who ever held the position of District Sales Manager for New England, for a house of importance.

One thing Willie noticed about the Old Man was that when he once got a hold of a good line of chatter, he never seemed to tire of repeating it. Willie has observed that it is a common fault of most salesmen to tire of their best arguments and try to get off something new, forgetting that what is old to them is entirely new to the prospect.

Rooms with baths?

Not in those days, unless you were lucky enough to get into one of the best hotels in Boston. It was bespeak your bath and take it in a common bathroom. And you took it before going to bed, for there was neither time nor hot water in the morning, for bathing purposes.

But anyhow, we always had three kinds of pie for breakfast.

Gee! If we had only had the Y.M.C.A. in those days, we certainly could have used it.

I am not a Virginian, but an American.
—*Patrick Henry.*

Envy—the rottenness of the bones.
—*Proverbs.*

there are those who might desire to help. Not help me, mind, for I need no help, thank you; I usually manage to take care of myself. But if until such a time as The Leather Belting Exchange shall prove that it has a real motive for existence, the belting user should see to it that he does not buy of a member of that Exchange, it would do more to bring them to their senses than anything which I might be able to do.

There are from 165 to 195 other manufacturers of leather belting from whom to buy, none of them organized nationally and all of them opposed to the methods of the Exchange.

When I say that I have not a single ally among the leather belting manufacturers, I do not want it misunderstood that I have not been assured of the moral support of many, because my mail has contained a generous number of most encouraging letters.

Nor am I hunting for trouble. The Lord knows I have had my share of trouble, but like unto an old warrior, I am not inclined to avoid a duty, because it may bring trouble.

What I want is for The Leather Belting Exchange to warrant its existence. If they

will show the public that they are willing to do something worth while for the benefit of the leather belting consuming public, I am ready to cooperate with them in every way.

In the meantime, think over that proposition of buying your belting from the substantial majority, who are not members of the Exchange.

Perhaps the reader would like to know what my own Company has done for the benefit of the leather belting user.

Here is the story and I invite the criticism of The Leather Belting Exchange as to its truthfulness, admitting, of course, that it is one man's opinion, worth that and no more.

Under the guidance of the most successful leather manufacturer of modern times and in cooperation with one of the present leading members of The Leather Belting Exchange, we were convinced that a certain tannage of leather, which we now call VIM tannage, would produce the most economical belting. By economical, I mean the belt which will pull the greatest H.P., per unit of cost. There may be certain exceptions. In fact, I know of one or two myself. But I am speaking in a broad, general way.

I am willing to stake my reputation on the statement that whensoever belt slip is not a desirable factor, VIM Leather Belt will be found the most economical. If there be those who are making substantially the same as VIM Belt, I do not know it, but in that case, of course, I am willing to concede that their belt will perform as well as VIM, if it be the same.

With this conviction, our Company has gone directly to the belting user with this VIM Belt, and has featured no other. It is true that we make what is known as VIM-Oak, which is a two-ply belt, composed of one ply of VIM and one of oak, the VIM being the pulley contact side of the belt. But this is merely a variety of VIM. It is what might be called a VIM-plated belt, instead of a solid VIM and functions just as good silver-plate functions in the place of solid silver-ware.

We do not go to our customers and say, "Here is VIM, the best ever," but when they object to the price being higher than oak, say to them, "Well, we have oak at a lower price, if you want it."

We can make oak leather belting and market it in competition with any other manufacturer in the World, but we are not

in business for the purpose of merely making volume and profit; we aim, and we hope we are succeeding, in performing a service to society, and society benefits in no way if we merely sell an oak belt, as cheap or cheaper than some competitor.

I challenge contradiction to the following statement:—

It is common practice in the manufacture of leather belting to devise ways and means by which shoulders, bellies, and inferior hides may be manufactured into belting which shall have the appearance of belting manufactured from the centers of first-class stock.

This practice I claim is one of the reigning evils of the leather belting trade. I would like The Leather Belting Exchange to inform the public through their ample facilities for publicity, as to what action they have ever taken to eliminate this evil?

I cannot be in error about the members of the Exchange knowing that the evil exists, for I was first taught of its existence by prominent members of the Exchange. If they deny that it exists, I might be able to give them some proofs.

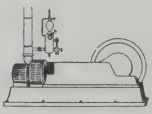
I am not conducting a personal enmity campaign, but a general campaign for the

uplift of the leather belting trade, with which I am identified.

I entertain no malice. I merely believe that the members of The Leather Belting Exchange are standing in their own light and injuring the trade of which they are members.

In this controversy, I stand at all times ready to correct an error, as I have always stood on all other controversies.

These pages are open to any statement which The Leather Belting Exchange may desire to make.



About Steam Engine Cylinder Lubrication

HOUGHTON'S CYL-TAL is a superior lubricant for the cylinders and valves of reciprocating engines. It is not a cylinder oil in the sense that cylinder oils are known, in fact, CYL-TAL is of grease-like consistency at ordinary temperatures. You should not be skeptical of the merits of CYL-TAL, because of the well-known fact that greases are inferior to oils as lubricants, because

CYL-TAL is an oil at the temperature where it functions as a lubricant. The merits of CYL-TAL, briefly described, are that it possesses two most desirable properties, which are not possessed by cylinder oil to any degree.

1. It will thoroughly diffuse and blend with the steam in a vapor-like form.

2. It possesses the power to attach itself to wet, hot metal surfaces and hold under the most severe friction, the film being extraordinarily tough.

CYL-TAL blends uniformly with the steam and wheresoever the steam touches, the CYL-TAL must touch.

Drop a line to the nearest address on the inside back cover, requesting one of our salesmen to call and let him tell the CYL-TAL story. I know it will interest you.

Film Artists

TALKING about "film artists," I think that the Houghton Research Staff is composed of the greatest aggregation of film artists in the World. At any rate

they have been studying and perfecting films for many years. The history of the development of certain films by the Houghton Research Staff demonstrates the close relation between all oil and grease research.

Far back in the days when Houghton manufactured Cosmoline and it was the only petroleum ointment made, it was the object to create in the product, Cosmoline, a protecting film for exposed flesh. It was later developed that the Cosmoline film was porous and that defect had to be corrected; then the Company entered into the manufacture of furniture polish, which demanded a lustre film; then came the series of rust preventives which had to leave on the metal a tough, non-porous, anhydrous film, and of later years has come the study of lubricating film, although in the interval, the problem of film has entered into almost every oleaginous product produced by our Company. Even textile softeners and leather oils and greases have their film problems.

Films may be thick or thin under varying conditions of temperature or pressure; they may be tough or tender; vary in durability; possess much, little or no porosity.

If a film is porous so that it will permit atmosphere to penetrate, it is self-evident

that the pores contain something. That is to say, the pores are not composed of vacuums. In the production of Houghton's Absorbed Oils, the invention consisted of producing a film of sufficient toughness to resist the pressure of the bearings which the oil is to lubricate, and at the same time possessed of the proper porosity to hold in absorption the proper quantity and quality of lubricating oil to keep the friction at the lowest point.

In other words, where an oil or grease is used as a lubricant, it must function both as a film to prevent the surfaces of the bearing from coming in contact and as a lubricant to cause the frictional resistance to be the least. With Houghton's Absorbed Oils, there is one oil—the film—and another —the lubricant—the film officiating as a carrier or holder to carry and hold the lubricant where it may perform its duties as a lubricant, to best advantage.

Houghton's Absorbed Oil is not offered as a cure-all, a different variety being necessary for each distinct type of machinery, and yet because there are the two distinct units—the film and lubricant—as many varieties are not as necessary as where the oil proper presents but one unit,

which must function both as a film and as a lubricant.

HOUGHTON'S ABSORBED OIL presents no new theory of lubrication, but applies generally accepted theories with a unique and original product.

The economy effected by the use of Houghton's Absorbed Oils is due entirely to the prevention of waste. As the film is a film oil, it is made of the proper film strength and cannot be forced out from between the bearings. The lubricant proper possesses the maximum of fluidity and, therefore, the maximum of lubricating properties, but owing to the absorbent power of the film which holds it in place, the lubricant oil is not forced out in spite of its fluidity. It is as if a film of felt saturated with oil were between the bearings.

Houghton's Absorbed Oils have been adapted to the lubrication of metal working machinery, wood working machinery, leather working machinery, paper machinery, and textile machinery, excepting spindles.

As compared with the very best lubricating oils, the use of Houghton's Absorbed Oils will reduce the cost of lubricating your

machinery at least 50%. A postal or a 'phone message to the nearest address on the inside back cover of this number, will bring a Houghton Salesman, who will make this subject plainer.

"Every Day in Every Way"

"EVERY day in every way," folks seem to be discovering what the VIM Leather Shop is, and how it functions. Its aim is to make everything in the form of mechanical leather that is used in the industries. Always from VIM Leather if VIM be best for the purpose, which it usually is, but from oak leather if perchance oak be best. Oak leather is always better than VIM when it is desired that the leather shall slip, or disintegrate. The reader would be surprised if he passed through the VIM Leather Shop and saw what we make from leather.

Remember that VIM Leather Washers do not disintegrate when in contact with oil, alkalies, mild acids, natural gas, illuminating gas, etc. But as our Washers are made mostly from scrap leather, you want

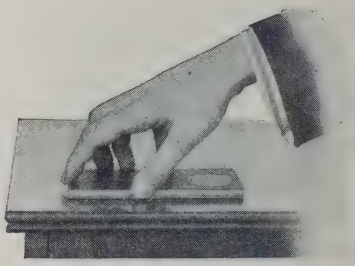
to get on the preferred list of customers. By that, we mean you want to see that we fully anticipate your requirements, if you are to obtain the lowest price and prompt shipments.

Better have your washer problems settled by correspondence directly with the Philadelphia Office.

CHAS. E. CARPENTER,
President.

Reduce Belt Slippage

YOU can quickly determine whether you are getting minimum belt slip, by testing a piece of the leather belting you are now using in comparison with a piece of VIM Leather Belting that we are willing to send you free.



Merely slide each piece, grain side down, over a desk or smooth table top.

No engineering formulas or equations; no laboratory tests or curve sheets.

You just let your senses tell you which belt pulls most.

Write for the VIM Leather Belt sample now while you think of it.

E. F. Houghton & Co.

P. O. BOX 3078, PHILADELPHIA

LVOB-14

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"When I compare the clamorous preaching and passionate declamation too common in the Christian World, with the composed dignity, the deliberate wisdom, the freedom from all extravagance, which characterized Jesus, I can imagine no greater contrast; and I am sure that the fiery zealot is no representative of Christianity."

[Channing]

Comm R.R.

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NUMBER FIVE
MAY 1923

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A Sermon on a Bet

A MODERN LINE OF THOUGHT

PWR

The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/- per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisements are facts.

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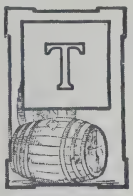
PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President



HE Perkin Medal, which is awarded each year by the Society of Industrial Chemistry of Great Britain, for the greatest contribution to the industry for the year, was awarded for 1921 to Dr. W. M. Burton, of Whiting, Indiana, U. S. A., for inventing the "cracking process" of distillation, by which approximately double the yield of gasoline is obtained from petroleum.

In his address of acceptance, Dr. Burton stated that there were about 2,000,000 gallons of gasoline produced daily by the "cracking process," which is one-sixth of the World's total.

Unfortunately, this statement has been misinterpreted as meaning that the World's supply of petroleum products has been tremendously increased.

It is important that it should be understood that Dr. Burton's invention has nothing whatsoever to do with the production of petroleum and that there is

only one method by which the World's supply of petroleum products may be increased and that is to bring an increased supply of petroleum from the ground.

Dr. Burton's wonderful invention may be best appreciated, if it be remembered that petroleum and its derivatives are not fixed products with a specific individual boiling point like unto alcohol or water, but a blend of many hydro carbons, with as many boiling points.

Consequently, when by the "cracking process" more gasoline is extracted from petroleum, it is, of course, self-evident that a proportionately smaller quantity of other products is obtained and the one product, the supply of which Dr. Burton's process decreases most, is lubricating oil.

If the other five-sixths of the World's supply of gasoline were to be obtained by Dr. Burton's process, no useful purpose would be attained, because there would not be sufficient lubricating oil produced in that case, to lubricate the machinery which the increased quantity of gasoline would be capable of moving. Motive power without lubrication is, of course, useless.

Therefore, it is just as well that we all remember that by no possible chance can

the so-called "alarmists" be mistaken, when they predict that we are rapidly coming upon a condition of scarcity of lubricating oil. It will be upon us the very first time there is a general revival of industry throughout the World.

But notwithstanding the fact that the World's supply of lubricating oils is certain to be materially reduced from now on, there need be no fear of the general stoppage of machinery for the want of lubricants, for it would require only a small saving in the present waste of lubricating oils to make possible a surplus, but it is absolutely certain that the present waste of lubricating oils must be materially lessened if we are to increase the number of lubricated parts in operation, and, therefore, reducing the waste is not a matter of choice, but rather a matter of necessity.

Not one word which I have thus far uttered in this Talk is based upon my own opinion. In other words, I know nothing about the production of petroleum and its yield of products, other than that which I learn from recognized authorities, these authorities being for the most part governmental, who have made their investigations with no prejudiced motives due to interest in sales of merchandise.

If, therefore, you will admit that the present wasteful methods of using lubricating oils must be stopped, we come for the first time to an opinion from myself, which might be called prejudiced, because my opinion is, that HOUGHTON'S ABSORBED OILS are the best and only real substantial solution which has thus far been offered in the economizing in lubricating oils.

In considering this question we should also consider the question of fuel. Fuel has advanced tremendously in price and in many localities the day for the exhaustion of the coal supply is already calculated. There will be no such thing in the future as "low-priced coal" in most of the leading industrial centers of the World.

One simple remedy for the waste of lubricating oils would be to substitute cup greases for lubricating oils and thus reduce the quantity of lubricating oils used in many places, but cup greases are power thieves and waste fuel and it is even more essential that we economize in fuel than that we economize in lubricating oils.

HOUGHTON'S ABSORBED OILS are not cup greases in any sense. They lubricate with precisely the same low frictional resistance as is obtained by the use of the

best oils. And this is because they are designed to be the best lubricating oils.

A lubricating oil must function in two distinct ways. First, it must hold its position where it is to lubricate and second, it must reduce the friction to the lowest minimum practical. But the oil which holds its place best is naturally the most adhesive and the greater the adhesiveness of the oil the greater the friction.

I suppose that it is hardly necessary for me to state that the great waste of lubricating oils is due to the fact that oil is used in quantities much greater than would be necessary if the oil held its place where it functioned as a lubricant—between the metal surfaces of the bearing.

HOUGHTON'S ABSORBED OILS consist of two oils. 1. The film oil. 2. The lubricating oil. The film oil absorbs the lubricating oil and forms a separating film between the metal surfaces and the lubricating oil lubricates the friction of each metal surface with the film. It is as if a thin layer of blotting paper was saturated with lubricating oil and the blotter discharged excess oil from its pores, when increased friction demanded increased oil and absorbed the excess oil, when decreased friction lessened the demand for oil.

HEART TO HEART TALK

Of course, there are several varieties of HOUGHTON'S ABSORBED OILS to meet the demands of the various types of bearings, because science has proven that no one lubricant is best for all conditions of lubrication.

In other words, while you may look wise, shake your head and say, "This is some 'BUG' or quack product Carpenter is pulling on us," the facts are that HOUGHTON'S ABSORBED OILS conform to all of the generally accepted scientific opinions on lubrication with which experts generally agree.

We offer no substitute for oil and no different kind of lubricating oil, but merely the best lubricating oil ever known for precisely the same sort of lubrication.

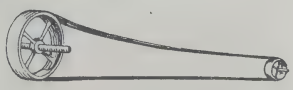
We offer no cure-all, but a different variety for different conditions.

We do not mix something with the oil to alter its lubricating nature. We merely have it absorbed by another oil, the other oil acting as a film so tough and elastic as to make metal to metal contact almost impossible, and also as a medium by which the lubricating oil is held upon the lubricated parts. All very simple and nothing mysterious or complicated and nothing

which in the slightest savors of the usual charlatanism with which unfortunately the oil trade is cursed.

The use of HOUGHTON'S ABSORBED OILS will reduce the cost of lubrication at least 50% and will not increase the cost of power one cent.

It will be worth your while to write to the nearest address on the inside back cover for further information.



The Evils of "Forcing" Belts

ALL my life I have had almost a horror of "makeshift methods," whether such methods related to conduct, procedure or mechanics. If there be anything that is apt to raise my temperature, it is to get into my car and find that the mechanic has adjusted it in some other manner than that intended by the manufacturer; and on the Yacht, where I insist everything shall be shipshape, I raise merry Ned when I find that someone has lashed this, or spliced that, or adjusted this, just to avoid a 100% repair, or a proper though more troublesome adjustment.

I, therefore, submit the following article by W. F. Schaphorst, M.E., on "The Evils of 'Forcing' Belts," written expressly for The LINE.

THE EVILS OF "FORCING" BELTS

Many millwrights make the mistake of thinking that it is perfectly proper to force a belt to stay on its pulley by any means whatever. They seem to think, that as long as the belt "runs" it is all right, and is doing as much as should be expected of it. For instance, one millwright "took a piece of old three-inch rubber belt, pulled off one ply, wrapped it twice around the center of a wooden pulley and nailed it solidly to the pulley, and then the belt immediately took its place in the center of the pulley and stayed there."

It is true that nailing a ridge of any kind of belting on a wooden pulley to increase the crown will cause the belt to move over and run on the intensified crown, even though the alignment of the pulleys may be poor. However, such a condition is hard on the belt, as a little thought would show that if the belt has too much work to do it cannot endure.

Let us say that the width of the belt is 6 inches, and that the width of the ridge nailed on the pulley is only 3 inches. 6 inches minus 3 inches equals 3 inches, which means that about 3 inches of the belt (1½ inches on each side of the center) is not in contact with the driving pulley or driven pulley at all or is in poor contact. A very intense pressure between the belt and the pulley occurs over the 3 inches of width of belt which is compelled to do what 6 inches was intended to do.

Furthermore, with the rough face of the ridge rubbing against the equally rough face of the belt,

and with the pull per square inch and the pressure per square inch doubled, it is evident that the wear on the 3-inch ridge is going to be greater than it would be on a smooth iron or smooth wooden pulley. It is quite possible that the slip is greater with the 3-inch strip than without the strip. At least the creep is as great one way as the other. From every angle, therefore, it is obvious that nailing a ridge around pulleys to increase the crown is poor engineering.

It is far better to carefully align the pulleys and shafting so that the belt will run exactly as was intended by the designers of the pulleys. By using the low crown, the entire belt surface comes in contact with the pulley and both the load and the wear are evenly distributed. In fact, pulley covering should not be used at all. It has been proved time and again that the natural smooth face of the metal, wooden or other pulley is far superior to any roughened face. Rough faces are too hard on the belt.

A Kink for Saving Oil

IF I do not devote one hundred per cent. of these Talks to the criticisms of the articles published on the subjects of oils and belting in technical publications and in the literature of the manufacturers of such products, it is not because there is not a sufficient quantity of such articles to fill the space, but merely because the object of publishing The LINE is to interest, not tire, and I fear that a continuous performance of such subjects would kill interest.

But the following, from the *Lubrication World* is one I cannot let go by.

A KINK FOR SAVING OIL

At one time the writer was connected with a backwoods plant where the matter of supplies was of great importance because they had to be hauled for many miles over bad roads, with the result that we took pains to make our supplies last as long as possible. It was one of those propositions also where the man that pays the bills was right on the job with you and every chance for saving a dollar was quickly seized upon. We had our lubricating oils brought in in the regular 50-gal. wooden barrels, and one day when one of the barrels was running empty I was surprised to see the boss toss the barrel up onto the top of a tank that we used for heating quantities of hot water. After leaving it there for an hour or so I noticed him drawing off the oil. I inquired as to the reason and I learned that the old fellow made it a practice of steaming out all of his oil barrels, for by actual test he found that he could get anywhere from 1 to 5 gals. more of oil out of the barrels after they had been heated up and the oil made more fluid so that it would drain itself completely from the walls and inner surfaces of the container. This suggests a little kink which may prove to be worth while to those who are using heavy grades of oil and find it difficult to remove them from the containers.

R.P.

Had the *Lubrication World*, with the assistance of R.P., planned to deliberately get users of lubricating oils into serious difficulty and cause no end of trouble, they

could not have planned better than to have published this article.

All wooden barrels are prepared for holding oil in the following manner:—

Inspected; blown out with a live steam pipe inserted in the bung; dried; glued, dried, driven and painted.

The glue serves two purposes. It enters every crack and crevice and prevents leakage; glue is elastic and expands and retains a film when the staves tend to part, thus preventing leakage and it FASTENS ALL FOREIGN MATTER, which is not removed by the cleansing process, to the sides of the barrel.

Glue is not soluble in oil.

Glue is readily soluble in water and immediately soluble in live steam.

E. F. Houghton & Co. receives about 50,000 barrels of oil a year, in spite of the fact that most of their incoming stock is in tank cars, and they would no more think of blowing out these barrels with live steam and reclaiming the oil than they would think of putting emery into a lubricating oil, and one would be as sensible as the other.

These 50,000 odd barrels are so far as practical drained in a hot room, but even this only pays with the very highest priced oils. As a rule the barrels are blown out with steam and the oil, which is always filled with melted glue and filth, is permitted to go down the sewer.

If we could save only 20 cents a barrel, we could net $10,000 minimum blowing the oil out of these barrels, so it seems that we prefer to let the better part of the $10,000 go down the sewer.

The facts are that it is seldom that more than one quart of oil could be thus reclaimed from any one barrel and with an average price of 80 cents per gallon, this would mean just 20 cents per barrel, which would not pay the cost of generating the live steam necessary to blow the barrel.

It is good practice, in the cooler climates, to store the oil in a hot room over night and thus insure the oil possessing the maximum fluidity when the barrel is emptied, but unless you want certain trouble, never blow your oil barrels out with live steam.

While it is true that steel drums are not glued, yet it is equally true that on the

Continued on page XIII

The HOUGHTON LINE

REG. U. S. PAT. OFF.

MAY 1923

VOLUME XXIX NUMBER V

Line Logic

TARIFF. Painful duties.

Look before you leap, and then look again.

Some folks have the idea that efficiency is making out reports.

It is one thing to tumble to a scheme and quite another to fall for it.

The person who believes that money 'll do anything, 'll do anything for money.

Of course a man is known by his deeds; particularly if they be for real estate.

It requires a considerable amount of horse sense to conduct a stable government.

Heaven will be full of surprises. Most of us will look at some other fellow and say; "I wonder how he got here."

The Blue Law Machine is the best cranked of them all.

It is all right to be worth a million, but to whom?

The English-speaking peoples seem to have agreed upon almost everything but their English.

If you have an ambition to do something big and clean, try washing an elephant.

Our hat is off to the Doctor who prescribed an alarm clock for the sleeping sickness.

Some men are so polite that they would remove their hats to bow to the inevitable.

Congress overlooked the "Vision" in tax revision.

The burning question is, when the whole World becomes Soviet, who will feed the starving?

Even though opposites should marry, a man with a future should hesitate about mating with a woman with a past.

We marveled how the Jerkwater Country Club retained their cook for five years, until we learned that they called her a "chef."

We see in a local paper that the congregation of one of our fashionable churches sent their minister away for a rest, and we are in a quandary as to whom needed the rest.

A Sermon on a Bet

PROLOGUE

ONCE upon a time there was a Kid, and he lived in our neighborhood. He was a good Kid and everyone in the neighborhood liked him. He never "cussed," broke windows, soaked pedestrians with snowballs, or did any of the many other things which bad boys always do, but there was a rumor that he was always just getting by with his lessons.

His Daddy was a minister, and a good one. That is, he could preach a sermon full of meaning and pep, which left an impression.

His Daddy said he should be a minister and being a good boy, the Kid did just as his Daddy ordered.

So it came to pass that in due time, he was graduated a full-fledged theologian, and after knocking around a bit, sparring in preliminaries, he obtained a regular job, and from then on, all we heard was what a wonderful minister the Kid had developed into and how much everyone in his congregation thought of him; in fact, the whole town sung his praise.

He had obtained a ministry in a fashionable suburb to the city of New York.

The more I thought of that Kid developing into a good minister, the more I became puzzled, for as an employer, it is necessary for me to be able to size up the possibilities of youth and the

last thing that I ever supposed this Kid could make a success of, was the ministry and being the son of a minister myself, I thought I had nearly the correct idea of the sort of timber of which successful ministers should be made.

One day I accepted his invitation to visit him and as my visit extended over Sunday, of course, I was one of the occupants of the family pew.

The sermon was something awful.

It was so bad that I cannot remember anything about it, nor do I think anyone else in the congregation could.

At the dinner table, of course, I was asked, "How did you like the sermon?" and it being my custom to tell the truth anyhow, and having a reluctance to tell a lie on Sunday in the house of a Dominie, where I was a guest, I just said frankly, "I could write a better sermon than that myself."

"Not on a bet," said the Dominie.

"You're on!" said I, "For what?"

"I only gamble on golf balls," he replied, "so let's make it a dozen Colonels."

"Right!" said I, and here is the sermon:—

THE SERMON

I shall take my text from two verses of a very old song, which has been handed down from somewhat uncertain origin.

There Was an Old Geezer

There was an old geezer and he had a wooden leg,
No tobacco could he borrow, no tobacco could he beg;
But another old geezer was as cunning as a fox,
And he always had tobacco in his old tobacco box.

Said the first old geezer, "Will you give me a chew?"
Said the second old geezer, "No, darn me if I do;
Go save up your money, go save up your rocks,
And you'll always have tobacco in your old tobacco box."

Now, my dear friends, let us proceed to see what these beautiful verses signify and the lessons they teach.

First, let us remember that the song says, "There was an old geezer," and, therefore, there can be no doubt about him having existed. It does not say, "There probably was," or "It is generally believed that there was," but emphatically, "There was." Therefore, we can rest assured that we are dealing with facts.

Next, we have the assurance that he was "old." Some probably think that this information necessarily carries with it more or less pathos. But not so. If we are to grieve when we die and grieve again when we live to be old, what is there about which to be happy?

On the contrary, the fact that this geezer was old, commands for him our respect, for when we lose our respect for that which is old, then not only has Christianity started to decay, but civilization itself is on the toboggan. While we are apt to look upon the Chinese as only a half civilized nation, the so-called civilized nations of the World may well pattern after the

Chinese in the respect which the latter shows for their old folks and ancient traditions.

About the only old things which are respected in America are furniture and whiskey. Almost everything else is considered ready for the junk pile, if it be older than one generation.

There is the Constitution of the United States, which the so-called progressives, having failed to junk entirely, have so altered, twisted and patched, that it is no longer able to serve much of its original purpose.

There are actually those who have such little respect for the old Liberty Bell that they are agitating having it recast, and another guy has advocated the razing of Independence Hall and building on its site, one which in his opinion, would be commensurate with the demands of the coming Sesqui-Centennial Exposition.

We seem to have reached an era when it is a craze to try to improve upon everything, little realizing that it is a common fault of the ignorant to spoil the perfect by attempted improvements.

But as this old geezer evidently lived in different times from these, we may presume that because of his age, he was entitled to respect, though, undoubtedly, then, as now, there were those who respected nothing but their own opinions.

"Geezer!" What is a geezer?

I must confess that I can find no fundamental authority for the definition of the word geezer. Any definition which I might conclude to offer to an intelligent audience, like unto this, would be like using any of the quotations credited

to some of our great men, dead and gone. If those sayings are not in accordance with the thoughts and beliefs of some folks, they forthwith challenge their authenticity, like unto the challenge of the iconoclast to the authenticity of the Holy Scriptures. As I was not there, at the time the statement quoted was made, I cannot prove the authenticity. But I take it there can be no harm in accepting, for the sake of this discourse, the present-day, common, rather slang meaning of the word geezer, which is guy, gink, and gazabo.

But the next words do bring pathos, for they say, "he had a wooden leg."

Now we all know that no man has a wooden leg from choice.

And while we may be born with many things, there is no authentic case upon record of anyone ever having been born with a wooden leg. Babies have been known to come into this World with mahogany domes, and sawdust intellects, which they never discard, but never as yet has there been any authentic record of man or beast having been born with a wooden leg.

You will notice that there is no reference to an artificial limb. It was self-evidently a plain wooden stump and this, of course, denotes poverty, for no man with the price would wear a peg leg, when he could have one of those modern contrivances which will not only automatically dance if properly wound, but which, within its hollow walls, carries a Victrola.

The possession of a wooden leg necessarily implies the loss of the natural leg, for man has

no use for three legs, excepting to exhibit himself as a freak. This may also indicate great valor and patriotism, if the loss occurred in battle for God and Country; extreme foolhardiness if perchance it were lost stealing rides on freight trains, or just pure hard luck if it were lost in a railway accident.

But though poor, he was honest. Hark ye! He was honest, for the lines read, "No tobacco could he borrow, no tobacco could he beg." And we learn further on that he had no tobacco. There is no reference to him stealing or trying to steal. The line would have read, "No tobacco could he steal, no tobacco could he beg," had he been dishonest, for no matter how poor or sorely tempted a man may be who becomes dishonest, his dishonesty, if he be poor, never fails to become a matter of general public information.

Like all of the honest poor, he tried to borrow, although it is to be regretted that in borrowing, most of the poor have not the slightest idea as to how or when they are going to pay back.

This old geezer was not proud. We have that plainly indicated, for it is recorded that he begged, and no proud person begs.

We hear much these days about persons being "too proud to beg," and I am afraid we place too much importance upon the quotation.

We wonder at all the bandits and the present wave of crime, and I am inclined to believe that if it were possible to obtain the innermost thoughts of the criminals, we would find that their one great excuse for their crimes

is that they want the money and are "too proud to beg."

Then we come to "another old geezer," evidently, somewhat the same type of man, with one exception. He was, "as cunning as a fox."

Cunning means artful, sly, crafty. A cunning man is not necessarily dishonest, but he has a way of being dishonest, within the law.

And because of his cunningness, we learn that, "he always had tobacco in his old tobacco box."

I take it, that we can definitely locate the date of the composition of these magnificent verses, and that it must have been subsequent to 1492, the date of the discovery of America, by Christopher Columbus. Of course, I was not there when Columbus discovered America, nor were any of my relatives, dead or alive, so if anyone chooses to challenge the authenticity of this statement, I will have to refer him to the American Historical Society, nevertheless it is generally supposed that no reference was ever made in history to tobacco or its use, until some time after America was discovered, when the European pioneers swapped with the Indians, the rum habit for the tobacco habit.

But at any rate, we find that because of his cunningness, the second old geezer, "always had tobacco in his old tobacco box."

I feel that we are well-warranted in considering that the use of the word tobacco is merely as an illustration. The real meaning of the lines is that the second old geezer really

possessed wealth and he possessed wealth for the reason that he was as "cunning as a fox."

Then we come to the second verse, which for the most part, is a confirmation of the deductions drawn from the first. The first old geezer actually begged for a chew.

That with which we are the most concerned in the second verse, is the reply of the second old geezer.

This despicable man of wealth, this hoarder of money, this beneficiary of the wage system, this grinder of the poor, this robber of the widow and orphan, this Rockefeller, Morgan, and Carnegie of his day, responded how, to the entreaties of the first poor old geezer, for a chew? Remember the request was not for an unreasonable quantity, not for a box of tobacco, or even a generous lot—only one, little, mean, miserly chew.

But the second old geezer said, "No, darn me if I do."

I have no doubt that he said worse than that. Such men usually do. His actual profanity was modified by the author, no doubt, so that his poem might not suffer from being denied to the United States mails. He probably cursed a streak, which so horrified the first poor old geezer that he did not reply, because there is no record of any come-back on his part.

Then what did the second old geezer give him?

Advice, my friends, advice—the cheapest thing on earth.

And what sort of advice?

The same old gag about economy.

How can a man with a wooden leg (which is the equivalent of having his earning power diminished below the normal), obtain any money or rocks to save? If a fellow cannot even obtain a chew of tobacco, how can he obtain other forms of wealth? And if he cannot get them, how can he save them? Yet this is the advice which the great men of worldly wealth have been handing out ever since the concentration of wealth in the hands of cunning old foxes has been possible.

Having come to the end, what is the moral? For we must have a moral, otherwise a sermon serves no useful purpose.

The moral is, that the poor have no right to contract the filthy habit of chewing tobacco. They ought to smoke Pall Malls.

(*End of Sermon*)

EPILOGUE

I now have two dozen theological golf balls of the Colonel brand, sent me in appreciation of the fact that I had won the bet twice.

What do you think about it, Old Pal?

Thought engenders thought. Place one idea on paper, another will follow it, and still another until you have written a page; you cannot fathom your mind. There is a well of thought there which has no bottom; the more you draw from it, the more clear and fruitful it will be.

—*G. A. Sala.*

Advertising Waste

OUT in that most beautiful city of Pasadena, California, there lives a most remarkable man.

In the whole World there is perhaps no respectable man who differs so radically with my opinions, as does this man.

And yet I unqualifiedly pronounce him honest.

I am his friend; I have always been his admirer; though I do not admire his theories.

Will those who have raved and stormed and written me all sorts of unfriendly letters, please note that I can be friendly towards and admire a man with whom I do not agree.

Since I pronounce this man honest, suppose we consider the definition of "honest."

As I have not space on the Yacht for an unabridged dictionary, I have selected "*The Desk Standard Dictionary*" for my limited Yacht library, which dictionary is an abridged edition of Funk & Wagnalls "*New Standard Dictionary of the English Language.*"

This authority defines "Honest":—

1. Fair and candid in dealing with others; true; just; upright; trustworthy.
2. Free from fraud; equitable; fair.
3. Of respectable quality or appearance; creditable; unimpeached.
4. Characterized by openness or sincerity; frank.

BEST

THE word "best" is comparative.

To claim that a product is "best" is easy.

To believe a thing is "best" which is not, is about as easy, if perchance the product be one in favor of which you are more or less prejudiced.

As an illustration, it is generally conceded that an inventor's endorsement of his own invention is seldom reliable.

Only a small percentage of the total inventions are patented and of those patented only a very small percentage are practical.

To actually know that an article is "best" before offering it for sale, is a most difficult proposition, because of the fact that it is almost impossible to obtain a really unbiased opinion from any jury, other than the general public, who buy the product.

With products belonging to the oil, grease and leather families, it is more difficult than usual to decide when a product is "best." Because in the manufacture of oils, greases and leathers, the quality of the product depends largely upon its uniformity.

To make such products "best" now and then, and to make them "best" each and every time, are two distinctly different propositions.

BEST

When the Houghton Research Staff, through its Chairman, Mr. George W. Pressell, who has also been General Sales Manager for the Company since February, 1922, reports to our Board of Directors that an article is "best," in his opinion, the Board makes its own investigations and if these investigations warrant, the subject is referred to the Sales Committee, of which I am an active member. That Committee then proceeds to have the product tested and criticised by recognized authorities, who have been in no way connected with its invention. Sometimes the critic is a well-known competitor, who makes the criticism, not knowing our identity as the manufacturer. As an illustration, there was a modification suggested in our VIM process of tannage. The VIM Leather thus produced was submitted through a friendly woolen manufacturer, to four of the leading mechanical leather tanners, while we submitted it to a French expert and two American leather laboratories, and in addition to all this had the leather tested out for five months, in practical service in a dozen friendly mills. The reports from these tests varied and to date no one on the Sales Committee is sufficiently convinced of the "bestness" of the finished product, to consent to its being placed on the market.

"But why 'monkey' with VIM Leather, when it has proven of such wonderful superiority," I detect in the thoughts of my readers.

Why, it is just this way. We really are never trying to improve any of the Houghton Products in particular, but rather all of them in general.

In other words, our field of endeavor is certain classes of oils, greases and leathers used in the industries, and we conduct a perpetual research in this field. If we did not do so, we would not continue to keep the lead so many years. Frequently, the introduction of a new "best" product is merely the beginning of a continued series of new discoveries along the same line.

When we began to manufacture carburizers from wood charcoal, the improvements came so fast that frequently we had to scrap machinery designed to effect a previous improvement, before it ever went into operation, because new designs of machinery were necessary to carry out the improvement. Machinery which cost over $100,000, was thus scrapped in less than two years. Even when the product was thus perfected, we did not stop our research, but carried it into the processes of producing charcoal, as well as raw materials from which charcoal is made.

Houghton's Absorbed Oils were discovered in our research work applied to rust preventives. In other words, in our efforts to discover the toughest non-porous film for preventing rust, we discovered a tough porous film which would absorb lubricating oils. The process of making tallow soluble for textile uses was the result of

efforts applied to producing a substitute for tallow. Glyco-Neats, the superior substitute for Neat's-foot oil, in the manufacture of leather, was discovered in an endeavor to produce an oil of great penetration, for application to wool and in the process of further perfecting Glyco-Neats, Houghton's No. 2 Soluble Quenching Oil was discovered, one of the most wonderful discoveries in oils of the present age.

As there is only sufficient room in the advertising pages of The LINE to advertise but a small number of the many Houghton Products, I naturally refuse to permit any space given to a product until it has proven that it is "best," by actual practical service, over a period of at least two years.

I hope the reader who wrote me some few months back that "to read The LINE one would suppose there was no other concern in the same line of business," will read this advertisement. It may give him a better viewpoint on what Houghton is accomplishing. If any reader knows of any other concern in our line, who is as particular in their work before they apply the adjective "best" to their products, I would be pleased to give them due credit in these columns.

CHAS. E. CARPENTER,
President.

So you will see that when you say a man is honest, you say something.

But, a man may be honest and be all wrong at that.

The gentleman to whom I refer, is no less a personage than Mr. Upton Sinclair, author, scholar and noted socialistic propagandist.

I am very certain that I have but few readers who will agree with Mr. Sinclair's theories. And yet he would not take a cent of any person's property for his own personal gain. On the other hand, he is noted for having given liberally, of his own earnings, for the benefit of those whom he considered worthy and he has not been overly particular in demanding credentials of worthiness when he has given.

But, this honest man has a theory by which he would deprive every person of the ownership of property. Perhaps not of all, for that would be impractical, but he does not believe in the individual control of the production, or distribution of wealth.

And yet there never was a Prohibitionist so firmly honest in his convictions, as is Sinclair in his socialistic theories.

Sinclair has recently written a book, called the "*Book of Life*," which I wish everyone could read. As Sinclair undoubtedly wrote the book for the purpose of having it read, the desire that everyone could read his book is one subject upon which we certainly agree.

For thirty years I have been acclaiming in print and from the platform, that Socialism was

a nostrum, offered as a cure-all for political and social diseases, but I have never before gone so far as accusing the Socialists of claiming that their quack remedy was a cure for physical ailments. But in this "*Book of Life*," Sinclair boldly offers Socialism as a cure for everything with which the human, political or social system may be afflicted.

The reasons I want everybody to read the book are:—

1. I believe in everyone knowing both sides to every question. We have no right to condemn Socialism until we know what the Socialists claim for it.

2. As an Individualist, absolutely opposed to everything which tends toward Socialism, I believe it would be impossible for me to write an anti-socialistic book, which would be so certain to convince its readers of the fallacy of the Socialistic theories as does Sinclair's "*Book of Life*."

In my opinion, anyone who will read the "*Book of Life*" and think, must realize the utter impracticability of Socialism, as preached by Sinclair.

3. I like Sinclair and I want him to have as much monetary return from his publication as possible, because I believe that every dollar he receives will do some good.

Were this not so, I would do like the average newspaper—avoid giving him free press notice. On the other hand, I freely say to the quarter of a million readers of The LINE, buy the "*Book of Life*," read it and think, and money

enough does not exist to buy a write-up of this sort in the reading pages of The LINE.

Because of the prominence of Mr. Sinclair in the socialistic movement, because of his magnificent ability as a writer and because of his wide reputation, I admit that there may be some doubt as to whether I have personally read or studied so much about government and governmental policies as Mr. Sinclair. But I submit that it is not how much you read, or how much you study, or how much folks think you know, that counts, but **how much that is true do you know?**

If those who studied most knew most, then all college graduates would be philosophers.

Whatsoever doubt there may be in my readers' minds as to my comparative knowledge of governmental subjects, I scarcely think there will be one, but who will admit that having made a success of advertising, in a somewhat original manner (and I hope I am not immodest when I say, "having been pronounced by the advertising public generally as an expert on the subject"), I perhaps do know something more about advertising than Sinclair. And in my opinion, Sinclair knows about as much about practical government as he does about advertising.

For instance, in his "*Book of Life*," Sinclair attempts to show that physical diseases, divorce, banditry and all other evils, will disappear with the disappearance of the "wage system," and enormous economies will be effected because of the doing away with the wastes caused by the individualistic system. One of our greatest wastes at the present time, he claims to be

advertising and here is precisely what he says pertaining to advertising in his book:—

"Advertising. It would be no exaggeration to say that seventy per cent. of the material published in American newspapers and magazines today is pure waste; and, therefore, seventy per cent. of all of the labor of all the people who cut down forests and manufacture and transport paper and set up type and print and distribute publications is wasted. There is, of course, a small percentage of advertising that is useful, but most of it is boasting and falsehood, and even where it tells the truth it simply represents the effort of a merchant to persuade you to buy in his store instead of in a rival store—an achievement which is profitable to the merchant but utterly useless to society as a whole."

Sinclair offers no proof that 70% of the material published in American magazines and newspapers is waste and there is no proof, because it is not so.

Would Sinclair advocate that all socialistic soap-box propagandists abandon their work, because only a small percentage of their hearers are convinced of the merits of the socialistic doctrine?

Will Sinclair admit that his *"Book of Life"* is 100% waste, because it is intended to make converts to Socialism, but on the contrary will make Individualists more confirmed in their individualistic opinions?

When one merchant endeavors to induce you to buy in his store instead of the store of a rival, how does he do it?

He must show either superior quality of commodities, superior service, or lower price. Can it possibly be waste to learn where one can trade with these advantages?

If the good housewife finds that she has available, from her allowance, a certain amount of money to be spent upon her clothes, or the house, is it waste that she be enabled to take her morning paper and ascertain from the advertisements, which stores are offering things, which she wants, of the best quality and at a price within her means? Would it be more economical for this woman, or for the merchants, for her to go from store to store, until she had covered them all, to obtain the knowledge which she may obtain in a few minutes from the papers? If such advertising is waste, then news itself is waste, but I do not hear that Sinclair advocates the return to the old-fashioned method of posting news on the courthouse doors.

If I desire to go to a show, is it more economical for me to get in my car and be driven from theater to theater, to ascertain what show I would prefer, than for me to pick up a daily paper and in a second see a list of everything that is playing and make my selection accordingly?

If I invent a new and economic method of heat treating steel, is it more economical for me to travel from steel treater to steel treater, to inform him of my invention and the economies claimed, consuming years of time, than to notify them all by appropriate advertising, consuming a few days?

If I find I want a new razor and feel inclined to try a safety razor, is it waste that I should remember the name of the one I want to buy, or is it a greater waste if I have to go to a store and ask all sorts of questions and then run the risk of having passed off on me a safety razor which is not the one I want, but the one on which the storekeeper can make the most profit for himself?

The insinuation that most advertising "is boasting and falsehood," sounds ridiculous to the student of modern advertising, for if there be one thing that advertising must be today, it is "true."

It is all very true that advertising is usually the result of prejudice on the part of the advertiser, in favor of his own products and he may be in error. But that is equally true of sociological writings, to which Sinclair devotes himself. All Sinclair's writings are prejudiced in favor of Socialism. Socialism will certainly never come to pass and Sinclair's scheme to do away with all advertising, will never be realized unless Socialism is advertised, and it is going to take **some advertising at that.**

But there is this difference in favor of the truth of advertising:—

Advertising costs the advertiser a lot of money and he cannot get his money back unless his advertising contains truth. If he be in error, even though his error be honest, the advertiser fails and loses his money, while the mistaken author may sell more books and make more money for the very reason that he is in error as to his theories.

If Socialism is going to kill advertising, and Sinclair claims that it will, then Socialism is going to slow down the momentum of civilization. It is going to take everyone the better part of a lifetime to ascertain what he wants and where to obtain it to advantage and about the time he knows, he will die and the knowledge will be of no use to him.

But buy the book and read it for yourself and if you cannot prove every argument contained therein in favor of Socialism, as self-evidently weak as is the author's reference to advertising, I will be greatly in error.

The severity of laws prevents their execution. When the penalty is excessive, one is forced to prefer impunity.

—*Montesquieu.*

There is scarcely anything more harmless than political or party malice. It is best to leave it to itself. Opposition and contradiction are the only means of giving it life or duration.

—*Witherspoon.*

Of all sorts of flattery, that which comes from a solemn character and stands before a sermon is the worst-complexioned. Such commendation is a satire upon the author, makes the text look mercenary, and disables the discourse from doing service.

—*Jeremy Collier.*

Off the President's Bat

WHENSOEVER too much power has been vested in any person or group of persons, that power has sooner or later been abused.

This is as true of large groups as small groups and as true of nations as non-governmental organizations.

We have kept going on and on increasing the power of the Federal Government, until the Federal Government of the United States is actually destroying the loyalty of its peoples by the abuse of that power.

Every body of organized labor is against the Government, because the Government enforces the law—meaning the power given to the Government by the representatives of the people.

Every business man is against the Government, because of the everlasting process of interference with private business by the Government, based upon the power given to the Government to do so.

The railroads, as well as all other public utility corporations, are absolutely disgusted with their persecution by the Government, and so I might keep on without end.

The principal function of any government is to protect its citizens and when it fails of that function, it fails completely.

I hear one of the United States Senators made a speech in favor of the League of Nations, in which he stated that the United States of America is merely a league of nations.

And he is right, but had the several United States looked forward and realized that there was to be vested in the Federal Government, power which at the time the United States was formed, was distinctly understood should not be vested in the Federal Government, there would never have been a United States. In my opinion, the example of the United States is the very best reason why there should be no League of Nations. The League would start all right, of course. Its object would be to protect its respective members. It would be inspired by the necessity for correcting an abuse, but in every year of its existence the authority vested in the League would be increased until it would abuse its power.

For fear someone might be so unwise as to say at this juncture, "we must have laws," I would respectfully remind that someone that I am not arguing against laws; I am telling what has always happened and always will happen as the result of too much power being vested at any one point.

The intention when the United States was formed, was to prevent this very evil of concentrating too much power in the Federal Government and the Constitution of the United States was in reality the original contract among the States and every Amendment to that Consti-

tution has in a measure been a violation of that contract.

Those who are opposed to the League of Nations are opposed to the concentration of excess power in the group which naturally will direct the affairs of the World.

Those who are in favor of the League feel that the League would not abuse that power.

Those opposed to the League believe that the best way to judge as to what will be, is by what has been, and as such power has always been abused in the past, they think they are warranted in believing that it will be abused in the future.

Keep a good table and don't forget the ladies.

—*Napoleon I.*

Faith is the force of life.

—*Tolstoi.*

Life is like a game of cards. You must play the game with the hand that is dealt you. The greatest glory, after all, is winning with a poor hand, and the greatest disgrace is losing with a good one.

If we were faultless, we would not be so much annoyed by the defects of those with whom we associate. If we were to acknowledge honestly that we have not virtue enough to bear patiently with our neighbor's weaknesses, we should show our own imperfection, and this alarms our vanity.

—*Fenelon.*

Willie Wiseman

WHAT Willie would like to know is:—

Was the Old Man trying to be serious, or funny, when he wrote that "Wehaha" copy for the February number?

You know, the Old Man is continually "yapping" at Little Willie to write in a comic vein and knowledge as to the "Wehaha" article would give Willie the Old Man's point of view on the subject of comedy.

Then again, Willie wonders why the Near Editor suddenly shifted from the philosophical turn to the narrative?

He told Willie Prohibition had been overworked in The LINE, but Willie hardly anticipated that The LINE would degenerate to the personal adventures of an amateur yachtsman.

What Willie would like to learn something about, is this:—

If the United States stands firmly against war; if it requires wealth to carry on a war; if Europe insists upon going to war again, how can the United States lend any financial aid to Europe and be consistent?

If the United States has no immediate concern or selfish interest in the European situation and the European nations intend to settle their differences by war and the United States must

lend at least one or more of the belligerents money or aid in the shape of men and arms, is it not a strategic as well as an economic policy, for the United States to do nothing which will make it easier to start the war, or prolong it after it is started?

Of course, this contribution of Willie's is not funny, but perhaps there are other readers who would like some information.

Apt quotations carry conviction.

—*Gladstone.*

And what greater calamity can fall upon a nation than the loss of worship.

—*Emerson.*

Poverty is only contemptible when it is felt to be so. Doubtless the best way to make our poverty respectable is to seem to never feel it as an evil.

—*Bovee.*

I consider it a mark of great prudence in a man to abstain from threats or any contemptuous expressions, for neither of these weaken the enemy, but threats make him more cautious, and the other excites his hatred, and a desire to revenge himself.

—*Machiavelli.*

interior walls of these drums there occurs scale and foreign matter, which it is just as well not to disturb by blowing out the drum, particularly when the actual cost of the blowing would probably be more than any saving that might be effected.

How To Stop Signs From Squeaking

AMONG the many uses to which VIM LEATHER is being generally put, is the covering of the pipe or iron holding swinging signs, lamps, electric lights, etc.

The leather is inserted where the friction occurs in order to prevent squeaking.

The squeaking or groaning of a swinging sign or lamp is a common source of nuisance and sign companies are now generally using VIM LEATHER, because VIM LEATHER will resist the elements and will usually outlast the sign, while other materials will have to be replaced at a considerable expense from time to time.

Another Proof of VIM PACKING Superiority

WHEN the Houghton sales organization first invaded the Southern States, the tobacco manufacturers were using, upon their presses, either gum packings or home-made leather packings.

There was more or less difference in opinion as to which was the worst—the gum or the home-made leather packings. No one seemed to think that either was possessed of much merit.

In one of the large plants, they were using a 13" O.D. "U" Packing, which they made themselves. The average life of such a packing was three weeks.

The very first VIM LEATHER PACKING installed lasted sixty weeks. The best speed on the changing of a packing recorded was two men for about 1½ hours, so it can be readily seen that the VIM LEATHER PACKING more than saved its cost in time of installation alone, but taking the cost of labor and material into consideration, it

cost them more to make their own packing than to buy the VIM LEATHER PACKINGS already made.

Furthermore, there was the tremendous loss of power saved by having only one leaky packing in sixty weeks, rather than twenty leaky packings, for it must be remembered that a packing is not replaced until it leaks considerably, and that every ounce of power which leaks is dead loss.

The money it costs to generate lost power due to leaky packings, might as well be thrown in the street.

VIM Leather Belting

AS manufacturers of leather belting, E. F. Houghton & Co. ought to come pretty close to knowing what is good for belting. And when I say that E. F. Houghton & Co. are manufacturers of leather belting, I do not mean that they merely buy belting leather from some tanner and cut the leather into strips and cement it together; I mean that they support their own exclusive hide buyer in Paris, where they

make their own selections of the green hides. "Green" is the name which is applied to the hide after it is taken from the cattle, before it is processed or dried. After the hides are purchased, they are salted, packed and shipped under our own directions and we know exactly what has happened to the hides from the time they were taken from the cattle until they are delivered to our tannery.

The quality of leather depends primarily upon the character of the original hide, the care given to it from the time it is taken off until it is tanned and the process by which it is tanned.

Our buyer usually sees the hides on the cattle before they are slaughtered, and if not, he knows just about what sort of cattle each particular butcher is killing.

I am saying what I believe to be true from an intimate knowledge of the leather belting business, that we are the only leather belting makers in the United States, if not the only one in the World, who have such an advantage as to their hides.

As to the process of tannage—the VIM process—it is hardly necessary for me to make much of an argument in favor of that, because almost every leather belting

manufacturer admits the quality of VIM, when he claims (as they most all do), that he has the same as VIM.

I want to reply to a very ingenious argument, set forth in a circular which is being sent out by a leather belting manufacturer, making an imitation of VIM LEATHER BELT.

This circular reads:—

"Our chrome leather belting is the natural chrome color of the leather. We could make it black, pink or any other color that it is practical to dye leather, but it would add not one iota to the quality, while it would add to the cost. In fact, some dyes would deteriorate the quality. We challenge any manufacturer of chrome tanned leather belting to show proof that the making of the belt black does not add to the cost, or that it does add to the quality."

We accept the challenge, not that we are looking for a scrap or any other little thing like that, but because we must have interesting copy for these Talks.

The author of the advertisement to which we refer, has written it merely to confuse the belting user into believing that chrome and VIM are one and the same. It is true that both chrome and VIM are mineral

processes of tannage, but it is also true that there are as many variations in the mineral processes as there are in the vegetable processes and there is plenty of the latter, as we all know.

The author is also positively correct when he states that dyeing the leather black does not improve the quality. He is wrong when he implies that the dye deteriorates the quality. It might, were we to use other than aniline.

When he insinuates that the purpose of coloring VIM Belt black is to deceive the belt user, he says what is not so and what he knows is not true and as the belting business is conducted on the confidence of the buyer that the seller will furnish honest quality, price and service, any leather belt manufacturer who deliberately causes to be printed a misstatement for the purpose of deceiving, places himself outside of the number of leather belting concerns from whom a belting user can afford to buy.

The story of VIM Leather in general and VIM LEATHER BELT in particular has been told time and again in these columns and elsewhere.

Here it is again, but in brief.

Robert H. Foerderer, the inventor of Vici Kid and the greatest leather manufacturer of his day, invented VIM Leather.

E. F. Houghton & Co. purchased the business from the Foerderer Estate.

The original VIM Leather made by Mr. Foerderer was a chrome tanned product and a failure, as has every chrome tanned leather belting been before and since.

Mr. Foerderer's efforts to produce a mineral tanned leather belt were not the first along these lines. They were merely the first successful attempts.

The color of all mineral tanned leather is somewhat similar, varying from a sort of a dark green to a greenish gray, just as the color of all vegetable leather is somewhat similar and of a shade of tan.

The original VIM was the natural greenish color.

After having made a failure of the original and when we began to market the successful VIM, we found a great prejudice on the part of the buyer against all green colored belt. This prejudice was due to the fact that the belt user knew nothing about leather belting more than that a green belt was something new and every green belt

which he had previously bought was a failure. This prejudice on the part of the belt user increased the selling expense of VIM LEATHER BELT. We had to stop and explain by word of mouth, through the salesman, or by the printed word, through our literature, that VIM was not chrome, although it was green, and the experienced marketer knows that costs money which the consumer must ultimately pay.

The thought of coloring the belt leather black and thus saving this additional selling cost, occurred to myself. So perhaps the charge that the VIM LEATHER BELT is dyed black to deceive, has some foundation of fact. At any rate if it will help toward having the truth known, I will admit that the sole purpose of dyeing VIM Belt black was to prevent the belt buyer from believing that VIM Belt was what it was not. In other words, the idea was to prevent the belting buyer from deceiving himself and thus save money for everyone.

But there was no attempt or intention of trying to disguise the original color of VIM Leather, for the dye was only a surface tint and the original color could be readily seen by cutting the leather and was always in evidence at the ends. The

object was to avoid an adverse first impression due to surface color.

The additional cost, I think, runs out to about the fifth decimal place of 1%.

But, so long as we are about explanations, it might be well to have someone explain why those who are making chrome leather belting and admitting that it is chrome, dye their belting black?

We suspect that it is to take advantage of the reputation of VIM LEATHER BELTING and create in the minds of the belting buyer, the impression that chrome and VIM are the same, which every leather belting manufacturer knows they are not.

And this reminds me that we do not take offense when we are attacked or criticised. If we are in the wrong, I will promptly acknowledge it and if not, I will come back, but in either event, it will make for easier production of copy for these lines.

CHAS. E. CARPENTER,
President.

RUST

We make materials to prevent rust.

There are several varieties.

One for fire arms, another for locks, another for locomotives and machine tools, another for drills, another for cutlery, another for parts awaiting assembly, etc.

Each made best for the particular use for which it is intended.

We have a pamphlet on the subject which gives further information which will be mailed you upon mentioning this ad, and we shall be pleased to submit free samples of such materials as you may require, if you will give us details of your requirements.

E. F. Houghton & Co.

Write nearest address inside back cover

OI-11

The World's Best Leather

An Advertisement by Charles E. Carpenter

VIM Leather is the strongest and most durable fabric known. It is strongest because it has the most fibers to the square inch of cross section; because those fibers are longest and because they are spun, knit and interwoven in every conceivable direction into the closest possible contact.

VIM Leather is most durable because the breaking of one or several fibers has little effect on the total strength; because it is tremendously tough, and because being an oxidized product it is not decayed by moisture, oxygen or chemicals.

VIM Leather is finished in every necessary variety to suit it for the numerous mechanical uses for which it is being extensively used.

It is better and more durable than rubber for every use to which rubber is put in mechanics, excepting as a steam packing.

VIM Leather is as superior to oak leather as steel is to cast iron.

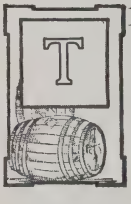
Samples and particulars on request

E. F. HOUGHTON & CO.

WRITE NEAREST ADDRESS INSIDE BACK COVER

V-7-a-1

Quenching and Radiation



THE process of quenching in oil is one in which the metal is being protected against oxygen and cooled with the greatest possible rapidity.

The cooling is a process of radiation. This oil coming in direct contact with the hot metal should absorb the maximum amount of heat and then immediately radiate to the top of the tank making way for the cooler oil to continue absorbing heat from the metal and so on until the metal is cool.

The oil must, therefore, be of such a character that it will neither oxidize nor coke.

Mineralized oils coke, seed and fish oils oxidize; and both are poor conductors of heat.

Houghton's Quenching Oils being distilled grease animal hydro carbons, processed to best fit them for quenching, naturally perform their functions better than all others.

E. F. Houghton & Co.

Write nearest address inside back cover

OK-8

E. F. HOUGHTON & COMPANY

OILS & LEATHERS FOR THE INDUSTRIES

ALLENTOWN, PA., 127 N. Eighth St. Phone: 2173R
ATLANTA, GA., 8 Courtland St. Phone: Ivy 7540
BALTIMORE, MD., 2002 E. 31st St. Phone: Homewood 4300
BOSTON 17, MASS., 755 Boylston St. Phone: Back Bay 3829
BUFFALO, N. Y., 148 Fordham Drive Phone: Bidwell 900
CHICAGO, ILL.,
3516-3538 Shields Ave. Phone: Boulevard 4055
CINCINNATI, O.,
511 Gwynne Bldg., 6th and Main Sts. Phone: Canal 2119
CLEVELAND, O., 919 James St. Phone: Main 7897
COLUMBUS, O., 915 New Hayden Bldg. Phone: Main 4721
DAVENPORT, IA., 612 Putnam Bldg. Phone: No. 8623
DENVER, COLO., 508 Mining Exchange Bldg. Phone: Main 7898
DETROIT, MICH., Beaufait, M. C. R. R. & E. Lafayette Blvd. Phone: Edgewood 2410
EL PASO, TEX., 668 First National Bank Bldg. Phone: Main 1391
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GREENVILLE, S. C.,
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Phones: Main 6788—L. D. Main 7200
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LOS ANGELES, CAL., 769 Central Ave. Phone: Pico 6061
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NEW YORK, N. Y., 137-145 Lafayette St. Phone: Canal 8094
PHILADELPHIA, PA.,
Third, American & Somerset Sts. Phone: Kensington 7100
PITTSBURGH, PA.,
907 Bessemer Bldg. Phone: Smithfield 1960
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PORTLAND, ORE., Pacific Machinery & Tool Steel Co.,
44-46 First St. Phone: Broadway 319
SAN FRANCISCO, CAL., 16 California St. Phone: Douglas 293
ST. LOUIS, MO., 418 N. Third St. Phone: Olive 3559
SEATTLE, WASH., Pacific Machinery & Tool Steel Co.,
308 Maynard Bldg. Phone: Main 1638
SYRACUSE, N. Y., 413 Seitz Bldg. Phone: Warren 23
TROY, N. Y., 371 Eighth St.
ENGLAND, IRELAND and WALES E. Vaughan & Co., Ltd.,
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SCOTLAND James S. Crawford & Sons 73 Dunlop St.,
Glasgow Phone: Central 7547
FRANCE Société des Produits Houghton, 10 Rue Sainte-Cécile, Paris Phones: Gutenberg 33-08—Bergère 47-40
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174 Queen St., Auckland, 250-252 Wakefield St., Wellington
AUSTRALIA Paykel Brothers, Ltd., P. O. Box 116,
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NORWAY Sverre Fogh-Smith, Akersgt. 7, Christiania
SPAIN La Maquinaria Anglo-Américana
Casilla Correo 256, Barcelona
BELGIUM Agence Industrielle belge, A. Vanswieten & L. Geenens 4 Rue de la Vallee, 4, Ghent
JAPAN Yamatake Co., 7-C Marunouchi, Tokyo

At no time and at no place, has a Socialistic form of government proven a success. To the contrary, even when tried in infinitesimal doses, this quack remedy has proven injurious to the entire governmental system.

Comm. R. R.

PRICE TWENTY-FIVE CENTS

The HOUGHTON LINE

REG. U. S. PAT. OFF.

UNIVERSITY OF ILLINOIS LIB
MAY 23 1923

VOLUME XXIX
NUMBER SIX
JUNE 1923

Union Labor

A MODERN LINE OF THOUGHT

The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/- per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisements are facts.

Established 1865

E. F. HOUGHTON & CO.

P. O. Box 3078

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

HEN it was decided to change our former policy, under which the advertising pages of The LINE were devoted to display advertising, and utilize these pages for Talks upon technical and other subjects of mutual interest to the readers and our Company, it was also decided that one of the features of these Talks should be the criticism of statements published in the technical press, or advertising literature. I was to pay particular attention to the correction of any publications containing statements which were contrary to our beliefs, as taught by our experience. By "our" I mean the Houghton organization in general and the Houghton Reseach Staff in particular.

I have endeavored to avoid personalities and to observe the customary etiquette of business. I have never had any desire to be the "policeman" of the oil and leather trades and have made my criticisms, at all times, with the intention of benefiting the readers of The LINE and at the same time offending as little as possible.

It has been my policy, however, not to hesitate to give offense if such offense were

necessary in order to protect the innocent, or right a wrong. At the same time, I have always avoided being unnecessarily severe.

One of the Houghton salesmen handed me a pamphlet, on the front cover of which was printed:—

SPECIFICATIONS

FOR LEATHER BELTING

PREPARED BY COLLABORATION

OF THE

Bureau of Standards

S. W. Stratton, *Director*

DEPARTMENT OF COMMERCE

WASHINGTON, D. C.

AND

The LEATHER BELTING EXCHANGE

1922

The inside front cover contained the following:—

"These Specifications for Leather Belting have been officially approved by The Leather Belting Exchange.

LOUIS W. ARNY,
Secretary."

The outside back of the pamphlet contained the following:—

MEMBERS OF
THE LEATHER BELTING EXCHANGE
Philadelphia, Pa.

Baltimore Belting Co.	Baltimore, Md.
Bickford & Francis Belting Co.	Buffalo, N. Y.
Bonner & Barnewall, Inc.	New York, N. Y.
Byrnes Belting Co.	St. Louis, Mo.
Chicago Belting Co.	Chicago, Ill.
H. N. Cook Belting Co.	San Francisco, Cal.
Detroit Oak Belting Co.	Detroit, Mich.
Druid Oak Belting Co.	Baltimore, Md.
Grand Rapids Belting Co.	Grand Rapids, Mich.
Graton & Knight Mfg. Co.	Worcester, Mass.
Hide Leather & Belting Co.	Indianapolis, Ind.
Hudson Belting Co.	Worcester, Mass.
Charles L. Ireson, Inc.	Boston, Mass.
Jewell Belting Co.	Hartford, Conn.
Edward R. Ladew Co., Inc.	New York, N. Y.
Laurence Belting Co.	New York, N. Y.
McLean Mfg. Corp.	New York, N. Y.
Missouri Belting Co.	St. Louis, Mo.
Moloney Belting Co.	Chicago, Ill.
National Leather Belting Co.	New York, N. Y.
New York Leather Belting Co.	New York, N. Y.
Norwich Belt Mfg. Co.	Norwich, Conn.
W. S. Nott Co.	Minneapolis, Minn.
N. Palmer & Co.	Bridgeport, Conn.
Geo. Rahmann & Co.	New York, N. Y.
F Raniville Co.	Grand Rapids, Mich.
J. E. Rhoads & Sons	Philadelphia, Pa.
Chas. A. Schieren Co.	New York, N. Y.
Schwartz Belting Co.	New York, N. Y.
Shultz Belting Co.	St. Louis, Mo.
S. R. Sikes Co.	Minneapolis, Minn.
Ulmer Leather Co.	Norwich, Conn.
Union Belt Co.	Fall River, Mass.

These Specifications are officially known as "Specification 37."

HEART TO HEART TALK

I am reliably informed that this pamphlet was published officially by The Leather Belting Exchange.

I take it, therefore, that I am not discourteous when I reproduce herewith, that which THE LEATHER BELTING EXCHANGE officially prepared and published and which is being circulated among the belting users by members of The Exchange.

Neither can I imagine any reason for believing other than that this fact is proof positive that the Specification 37 is approved by The Exchange and the members whose names are identified therewith.

But if further proof be necessary that THE LEATHER BELTING EXCHANGE approved Specification 37, I would submit that I am reliably informed as follows:—

Before the Federal Specifications Board was organized, the Bureau of Standards, Department of Commerce, developed a tentative specification for leather belting and as is usual in such matters, the Bureau sought the cooperation of the leather belting manufacturers and being informed that THE LEATHER BELTING EXCHANGE represented 70% of the volume of production, it was arranged that a committee be appointed by THE LEATHER BELTING EXCHANGE to cooperate with the Bureau

of Standards. After several conferences, involving concessions, additions and omissions to the original, Specification 37 was agreed upon, as representing good commercial practice. When the Federal Specifications Board was created and the Specifications thus agreed upon were submitted to the Sub-Committee on Leather, for consideration as a Government standard, they were adopted essentially as submitted, at which time the official endorsement of THE LEATHER BELTING EXCHANGE was given. To quote the exact words of the Bureau, "It has been one of the aims of THE LEATHER BELTING EXCHANGE to have its members standardize their methods so as to have their products conform to the specifications which cover FIRST QUALITY vegetable tanned leather belting."

It is, of course, impossible for the Governmental Departments to create fair specifications without consulting the manufacturers of the commodities covered by such specifications. To do otherwise would be unfair and serve no useful purpose.

Therefore, no criticism whatsoever can be made of the action of the Governmental Departments in consulting with THE LEATHER BELTING EXCHANGE, in view of the fact that the department heads were led to believe that THE LEATHER BELTING

EXCHANGE was a representative body and actually produced 70% of the leather belting produced in the United States.

But I submit that the facts are that THE LEATHER BELTING EXCHANGE is not a representative body, for it constitutes only those whose names appear on this pamphlet under discussion, which are only about 16% of the total.

Furthermore, the members of THE LEATHER BELTING EXCHANGE do not manufacture 70% of the volume of leather belting produced in the United States. They cannot possibly have any legal means of knowing what their percentage of production is to the whole, but the claim of 70% is simply ridiculous, even if they include in their estimate all of the leather belting sold in retail shops, and purchased for the most part by the agricultural trade, to whom leather belt is just leather belt, so long as it is made of leather, and also the cheap "export belting" well-known in the trade to be made from bellies.

The manufacturers of leather belting who should be consulted pertaining to specifications covering "FIRST QUALITY" leather belting should, of course, be the manufacturers of "FIRST QUALITY" leather belting, and the influence of the manufacture of other qualities of leather belting

should be avoided so far as practical. I have a fair acquaintance with the personnel of the concerns represented in the membership of THE LEATHER BELTING EXCHANGE and I am certain that those whom I know, even though they might naturally be prejudiced, would not claim that THE LEATHER BELTING EXCHANGE represented a production of 70% of the "FIRST QUALITY" leather belting.

The reader should understand that I am not interested commercially, directly or indirectly, in these Governmental standard Specifications. Neither my Company nor any other interest with which I am connected, manufactures either leather or belting which would be likely to meet any specifications which the Government might standardize. Therefore, I have no "fences to mend." The Specifications as adopted suit me personally as well as any other. But I am interested in the leather belting trade and its reputation, because I am the Chief Executive and largest stockholder in a Company that manufactures leather belting, which belting never has and perhaps never will meet any set of governmental specifications.

I believe, however, that I have a general knowledge of the craft and that knowledge gained by 27 years in the leather belting

business, impels me to view Specification 37 with suspicion.

My experience in the leather belting business began in 1896, when E. F. Houghton & Co. assumed the Philadelphia representation of one of the oldest and most extensive manufacturers of leather belting in the United States—a concern of high standing—with a most honorable name and whose products had a sterling reputation.

I had much to learn and I studied long and hard and my principals were my instructors and the one thing which they impressed upon me more than any other was, that "FIRST QUALITY" leather belting could only be produced from leather which had been tanned by the old-fashioned oak bark slow process and that any other tanning materials added to the oak to quicken the process, were bound to produce inferior belting leather.

At the time the pamphlet under criticism was handed to me, I was under the impression that my teachings were still true, and that it was the general opinion of the leather belting trade that "FIRST QUALITY" vegetable tanned leather belting could only be produced from leather tanned by the old-fashioned, oak bark slow process, which process I will hereafter refer to as the oak process, for convenience and brevity.

Naturally, I received something of a shock, when on turning to Specification 37, I found the following:—

I. MATERIAL COVERED

1. These specifications are for use as the basis of purchase for miscellaneous sizes, single and double ply, of first quality vegetable tanned (so-called oak tanned), leather belting for general use; also waterproof-dressed and waterproof leather belting.

II. STANDARD SPECIFICATIONS

A. Quality of the Leather

1. Hides

2. All belting leather shall be made from green salted hides, and be free from brands, soft or spongy spots, and open grub holes, excepting that when made into belting, thirty per cent. of the strips in any belt, or roll of belting, may contain a maximum of three open grub holes in each of such strips.

2. Tanning

3. The hides shall be tanned with oak bark or a combination of vegetable tanning materials. * * *

I could hardly believe my eyes. And to further add to my confusion, there among the list of members of THE LEATHER BELTING EXCHANGE was the name of the leather belting manufacturer who taught me that oak was the only tannage from which "FIRST QUALITY" leather belting could be manufactured.

The only conclusion at which I could arrive was that what was true when I engaged in the vegetable tanned leather belting business, was no longer true; that the art had advanced, so that "FIRST QUALITY" vegetable tanned leather belting

could now be produced from combination tans, permitted in the Specifications. I could not accommodate this conclusion, however, to the well-known fact that the poorest quality of belting leather possible to produce and from which it would be impossible to manufacture "FIRST QUALITY" leather belting, was that tanned by "a combination of vegetable tanning materials," as specified. Furthermore, I was confused by the parenthetical phrase, "(so-called oak tanned)." Surely the only interpretation of this phrase could be that oak tanned was a myth—something which was "so-called," rather than something which was real.

It was self-evident that there was either something wrong with Specification 37, or with my knowledge of what constituted "FIRST QUALITY" vegetable tanned leather belting. So I began an investigation for the purpose of ascertaining the truth. I took the Houghton Sales Organization into my confidence, including the 325 field men and requested them to take friendly users of leather belting into their confidences and have these friendly users ascertain whether or not the manufacturers of leather belting were claiming that "FIRST QUALITY" vegetable tanned leather belting was made only from oak tanned leather.

The result of this investigation revealed that it was general commercial practice for manufacturers of vegetable tanned leather belting to claim that "FIRST QUALITY" vegetable tanned leather belting could only be manufactured from oak tanned leather; that leather belting salesmen not only made such claims verbally, but that the published literature of leather belting manufacturers usually contained the statement in not-to-be-denied printed words.

This caused me to make a collection of such literature, which confirmed the fact.

With the statements, printed or verbal, of leather belting manufacturers, who are not members of THE LEATHER BELTING EXCHANGE and who, therefore, did not approve Specification 37, we have no interest in this article, but I am certain that the reader will be more than interested in verbatim quotations from the Catalogs of members of THE LEATHER BELTING EXCHANGE, which approved officially Specification 37, over the signature of its Secretary.

The reader will please keep in mind that the leather belting Catalogs from which I shall quote, are all of recent issue and are the mediums which the various members of THE LEATHER BELTING EXCHANGE, who

publish the same, use for the purpose of conveying authoritative information to the belt user, whose trade they desire.

As I pointed out in the beginning of this article, I have no desire to unnecessarily offend anyone, or to be in any way more personal than necessary, in accomplishing my purpose and, therefore, inasmuch as the identification of the leather belting manufacturers who issued the Catalogs, from which I shall quote, can serve no useful purpose, so far as I can see, I shall not mention them by name, but I have marked each Catalog from which I have quoted, for better future identification on my part—for evidence, should the correctness of the quotation be questioned, "C-1," "C-2," etc., being my identification marks.

Catalog C-1.

"THERE ARE TWO WAYS OF TANNING LEATHER FOR BELTING PURPOSES—QUICKLY, BY THE EMPLOYMENT OF CHEMICALS; AND SLOWLY, AND NATURALLY, BY THE TANNIN DERIVED FROM OAK BARK.

"IT IS AN UNQUESTIONED FACT THAT THE LATTER METHOD IS BY FAR THE BEST, AND IT IS THE ONLY METHOD PRACTICED AT OUR TANNERIES, WHERE MORE THAN 150,000 HIDES ARE TANNED

Continued on page xiii

The HOUGHTON LINE

REG. U. S. PAT. OFF.

JUNE 1923

VOLUME XXIX NUMBER VI

Line Logic

If revenge be sweet, it is only a sugar-coated pill.

Congress is elected to govern and should not be permitted to pass the buck to commissions.

A girl who desires to be self-possessed should never marry.

Many reformers really desire to be chloroformers.

The owl has the reputation of being a wise bird, but the crow never does anything without caws.

Bryan claims that politics have made him an optimist. In reality optimism has made Bryan a politician.

Bryan insists that miracles are still possible. We suspected he had not yet given up hopes of the presidency.

In looking around for the latest arrival, don't confuse posterity with prosperity.

Americans go to England to spend American wealth among the English and English lecturers come to America for the same reason.

It is fortunate that the World does not have to depend for its enlightenment upon what it learns from Congressional investigations.

Nothing in America surprises visiting foreign celebrities so much as the discovery of how celebrated they are in this country.

Our idea of a really courteous person is a yacht owner who keeps pleasant while his guests insist upon leaving the screen doors to the cabin open.

Reports from Germany say that the American tourists are being grossly overcharged, but it is self-evidently impossible that these reports can be true, if the tourists pay in German money.

There is one advantage in possessing a college education. If, in spite of the fact, you make a success, you are not so apt to bore folks bragging about it, as is the self-made man.

The other day a totally inefficient employee insisted that he should be given a written reference, so the Superintendent of the Department in which he was employed, wrote: "It is with great pleasure that we testify that John Jones worked for us one month and quit of his own accord."

Union Labor

NOTHING that is detrimental to a substantial majority of the people should be permitted to exist.

For over a quarter of a century I have given careful study and observation to the subject of Union Labor, during the major portion of which time I was a strong sympathizer of the unions.

If I am less in sympathy with Union Labor today, it is because I am more in sympathy with the laboring class as a whole.

Whensoever any group of persons becomes so inoculated with greed that its every effort is exclusively for its own benefit, irrespective of the injustices done to the rest of the community; when a powerful combination of individuals gives not the slightest thought to using its power for other than furthering its own selfish ends, and has a record of years of existence without being credited with a single charitable act toward others, the question is not so much as to whether its existence is warranted by the needs of its members, as it is whether or not its existence is a detriment to the people as a whole.

The hue and cry of the labor agitators is that the employing class constitutes a small minority, which minority because of its greed, grinds down the laboring majority.

If statistics are reliable, Union Labor comprises about 4% of the entire population.

There surely can be no difference in principle between a minority of employers imposing upon a majority of employees, and the minority of

4% of the population imposing upon the majority of 96%.

For a long time the people were deceived into believing that whensoever there was an advance made in wages, in consequence of a demand by a union, the advance came out of the pocket of the employer. There was a prevailing opinion that the employee obtained too little and the employer too much and, therefore, whensoever a wage dispute occurred between employer and employee, the sympathy of the Public was usually with the employee, but gradually the Public has come to learn that these advances in wages come out of the pockets of all non-members of labor unions and go into the pockets of the small group of labor union members. As a result, there is little or no Public sympathy for the labor unions in their present day disputes.

In the earlier days of the growth of American industries, the employers were for the most part, those who had graduated from the ranks of the employees.

They were also for the most part, owners of the businesses they managed and accountable only to themselves. Today, the employer is usually an executive, who is accountable to a board of directors and stockholders and the latter are mostly void of sentiment, demanding fair returns upon their investment and holding the management responsible for those returns.

One of the most impressive speeches I ever heard was a quiet little after-luncheon talk by a famous veterinarian, to about a dozen listeners.

He had been employed by the Standard Oil Co. to work economy in their teaming, by intro-

ducing the proper methods for the care of the horses.

He explained to us that the proper stabling, feeding and care of a horse were economies and not extravagant fads, and he produced statistics to show the comparative cost of hauling per ton per mile, between horses well-cared for and horses indifferently cared for. He also impressed upon us the necessity of having the stables present some appropriate architectural beauty, claiming that it was next to impossible to preserve the proper morale of the stable employees, so that they would carry out the policy of proper cleanliness and stable sanitation, in a morbid appearing, forbidding looking shack of a stable, and furthermore, that the attractiveness of the stable had a direct effect upon the spirit and efficiency of the horses.

This was before Public Opinion stampeded the United States Supreme Court and caused that august body to dissolve the Standard Oil Co., as was. This veterinarian traveled all over the World, going to one station after the other, instituting his stable reforms and as a result he saved the Company an immense amount of money. Incidentally, he also performed a most humanitarian act in adding to the life and happiness of the noblest of all beasts, although so far as I can now remember, he did not refer to the accomplishments as humanitarian in any way.

Perhaps those Standard Oil officials who instituted this reform, were great lovers of horses, and were originally prompted by consideration for the horse more than by consideration for the pocketbook. Who knows? But it only goes to show that all good acts have

their collateral advantages extending far beyond the original intention of the act.

Modern industry—that is, the grouping of a large number of working people under one management—is comparatively new, and we have had much to learn and undoubtedly have considerably more to learn concerning this modern institution of society.

But it came to pass as the employer became more intelligent on the subject, and employers graduated from scientific institutes of learning, rather than the ranks of the employees, and the owners of industries were largely non-active shareholders, rather than the active executives, and as the constant agitation of trade unionism, socialism and various other isms brought about constant debate between the so-called theorists and the so-called practical men, that employers began to comprehend that the proper care of their human workers was just as economically essential as the proper care of their equestrian workers.

As a result, employers not only ceased to oppose policies which would better the working conditions of the employees, but became the most enthusiastic advocates of all such improvements.

The company who today, calls in an architect for consultation, for the purpose of preparing plans for new factory buildings, now gives first consideration to the safety and health of the employees. Prevention of fire and accident are studied; ease of exit in case of fire, proper light and ventilation, proper retiring, lunching and rest rooms are provided and in the larger industries ample provisions are made for libraries and amusements. Recreation and athletic grounds

are common and mutual beneficial societies and savings funds are the rule rather than the exception.

While the students of true industrial economics have learned that welfare work among the industrial employees carried to the point of paternalism, is like unto all paternalism—apt to weaken the strength of the individual—welfare work is no longer looked upon as the beautiful, impractical theory of the fanatic, but as an economic industrial necessity.

The enormous waste caused by turnover is now fully appreciated by the employer and the study of ways and means of minimizing this waste has been receiving more intelligent consideration than the waste of fuel. Workmen are no longer discharged upon the slightest provocation, but all possible means are now used to avoid both discharge or voluntary resignations, and to encourage length of service.

It would be unfair to claim that labor unionism had no place in bringing about these reforms, but I am positive that labor unionism had no such important part as the labor union leaders claim. They were brought about for the same reason that all great reforms and achievements have been brought about—because it was to the selfish interest of those mostly concerned to accomplish them.

Man is naturally selfish, and selfishness, being a human trait of character, is a good trait. I differentiate, of course, between selfishness and greed. No great transcontinental railway, no great edifice, no great achievement which has worked beneficial results for the human race at large, was ever conceived and carried to a success-

ful termination, without the promise of self gain to some one. The self gain may have been glory, the satisfying of personal ambition, or personal power, or it may have been money. The human being who can live permanently, thrive and be of benefit to the community, upon a strict diet of altruism, is a rare animal, if such an animal ever really existed.

The Almighty has wisely provided that righteousness in the long run is profitable and evil unprofitable.

The foundation of every religion is and always has been, that "it pays to be good."

The employer improved the working conditions of his employees, because it paid to do so.

Take the reward—Heaven—out of religion and you have no religion left.

So it has come to pass that the principal necessity for the existence of labor unions—to force the employer to better the working conditions of the employee—no longer exists.

The employer of today is far more alive to the economic necessity of working his employees under the best conditions, than the labor unions. The employer who does not comprehend this, cannot continue to compete with the employer who does. It requires no labor union to compel him to treat his employees in the best manner. Self-preservation, the first and strongest law of Nature, does this and will continue to do it for all time.

As a result of all this, the only inducement which now appeals to a workingman to join a union, is the question of wage.

But even this inducement cannot be said to longer exist in the same degree as formerly, because much emphasis has been laid upon the advantages of collective bargaining by the labor leaders and while a generation back, the average employer was opposed to collective bargaining, today there are very few employers who would not prefer to bargain collectively upon the question of wages, rather than to bargain individually. All the employer of the present day demands is that the collective bargaining be confined among those who are directly interested.

The union labor leaders contend that it is not right to treat labor as a commodity, and that to compare bargaining for a commodity with bargaining for labor is inhuman. But just as money is a medium by which commodities are exchanged, so are commodities a medium by which the value of labor is exchanged. If I buy a motor car, I buy mostly the labor which has entered into the construction of that car from the time the ore was originally mined. The sooner the laboring man learns to sell his labor on the same basis as commodities are sold, the sooner will he receive the best value for his labor.

If I go out into the market to buy hides, I do not take my competitor into my confidence, but my competitor competes with me for the available supply and thus the maximum price for the hides is realized by the seller.

Collective bargaining may diminish the competition among workingmen for the same job and prevent the workingman who is willing to render the greatest value for the dollar, from being given the preference, but where a labor union controls the craft, it also prevents the

employers competing for that labor, and restriction of competitive buying is as certain to force down the selling price as restriction of competitive selling is to force up the selling price. The same law governs both conditions.

If I go out to buy hides, and want the best and the hide dealer makes a special assortment, I pay from 20% to 30% more for the assorted hides, than if I take the hides as they run.

Labor unions tend to compel the employer to take the labor as it runs and consequently the average price is decidedly less than the employer would be more than willing to pay were conditions such as would permit him to select his labor.

The labor unions finding it more and more difficult to offer inducement for membership, are struggling desperately to hold on to the only inducement they have left—wages—and as, generally speaking, the workingmen are being paid a fair wage, irrespective of the influence of the unions, that is, both union and non-union workers are receiving a fair wage generally, the labor unions can no longer hold out the inducement of fair wage, so all they have left is to hold out the inducement of an exorbitant wage.

This exorbitant wage is promised by the unions in two ways.

It promises to the laggard and incompetent, a higher average and steadier employment than he could obtain without membership in the union. This is, of course, obtained at the expense of the higher grade of labor, who must take less that the lower grade shall have more.

This lower grade of labor has become the union's principal asset, for naturally it is composed largely of the tougher and lawless element, who may be depended upon to assault, murder, employ destructive explosives against life, limb and property; practice sabotage and otherwise intimidate all who would oppose the demands of Union Labor.

Destroy the power of Union Labor to intimidate and you destroy Union Labor as it exists today. Therefore, Union Labor officially stands for lawlessness, for without lawlessness it could not exist.

The American working people, however, are law abiding folks as a class, and I include a substantial number of union members in this category. In fact, I should not be surprised if a majority of the labor union members believe in upholding and observing the law, and that lawlessness for the most part, is the result of the desperation of the labor union leaders to sustain their rapidly decaying unions and incidentally to hold onto their precious jobs, for be it remembered that there are but few jobs so profitable to the holder thereof as that of being a labor leader.

That crime is being committed continually by Union Labor members, for the purpose of advancing the cause of Union Labor, is so self-evident and well-known that he who would deny it would be merely making himself ridiculous.

This being the fact, is there any record of labor unions attempting to discipline the guilty parties? Is there a loud protest and denunciation of the committors of these crimes? Is there at any place or has there been in recent years the

slightest effort on the part of union labor leaders to cooperate with and aid the governmental machinery for the preservation of law and order, prevention of crime and prosecution of the guilty?

Not so you would notice it.

It is a fact that organized labor supports a lobby in every state legislature of the entire United States, to oppose the existence and increase of the state constabulary, and every other law and order enforcement project.

Even though their members confess their guilt, the union leaders ignore the fact and are always ready to raise (by means best known to themselves) large sums of money for the defense of any union man who commits a crime in the interest of unionism.

The better class of labor union members is rapidly becoming wise to the desperate and lawless condition of Union Labor and is more than willing to desert the ranks of the unions, but is kept from doing so by the intimidation of the lawless minority, encouraged by the leaders.

Back in those days when the conditions of the laboring class gave a good excuse for the existence of the unions, it was an unwritten law that labor organizations should not enter into politics. That is no longer the rule and labor unions are now active politically, because labor is desperate in its endeavors to preserve the unions, which seem to have outlived their usefulness.

Whensoever it has come to pass that any organization of persons in these United States has found that resort to lawlessness was necessary for its continued existence, it has always entered politics as the last desperate means of saving

An Explanation

[PERHAPS]

By

Chas. E. Carpenter

An Explanation [PERHA

TTENTION has been called to inconsistencies in our literature pertaining to HOUGHTON'S ABSORBED OILS. In some places we have described the lubricating phenomena as consisting of the film oil adhering to the metal surfaces and the lubricating oil acting as a lubricant between the two films.

In other places we describe the phenomena as consisting of the film acting as a center of separating film, preventing the metal surfaces from coming in contact, while the lubricating oil comes to the surface of the film and acts as a lubricant between the central film and the metal surfaces.

These discrepancies are due to the fact that these honest differences in opinion exist among the members of the Sub-Committee on Lubrication of The Houghton Research Staff.

My personal opinion supports the theory that there is but one central film and that the lubricating oil functions between each surface of that film and each of the metal surfaces, but I am free to admit that this is merely theory and that I never either observed or felt in the bearing while a HOUGHTON ABSORBED OIL was functioning.

My opinion is based upon the following:—

By Chas. E. Carpenter

The film or absorbent oil is purposely made nonviscous, otherwise it would tend to adhere to the metal and retard motion and increase friction the same as lubricating greases. The film alone would adhere to a metal surface but slightly, but after being filled with a lubricating oil, it is no more likely to adhere to the metal surface than snow is likely to adhere to an oiled shovel.

While there is always some lubricating oil on the surface of the film of HOUGHTON'S ABSORBED OIL, just as there is always some oil on the surface of tallow, it requires pressure, or higher temperature, to bring the oil away from the film, or from tallow.

As an illustration, if tallow remains in a warm room, the oil will ooze to the surface in excess quantities and if the tallow is put under heavy pressure, flowing oil may be pressed from it.

Now my theory is that when the HOUGHTON ABSORBED OIL enters between the surfaces of the bearing, the oil on the surface of the film prevents adhesion of the film to the metal and as the pressure or temperature increases, additional quantities of oil are forced to the surface of the film, to function as a lubricant between the film and the metal.

Then as the temperature and pressure lessen, as would be the case where stoppage occurred, the film would again absorb the lubricating oil. I cannot see how either pressure or heat will tend to split the film, but on the other hand, pressure and heat tend to compress or solidify the film. This action forces the oil out, and as the oil must have an outlet, it will naturally follow the lines of least resistance, which must be in the direction of the ends of the bearing. Hence the oil would drip were it not for the absorptive powers of the film which hold the oil in place and prevent drip.

However many opinions there may be as to how HOUGHTON'S ABSORBED OILS may function, there is but one opinion as to the satisfactory manner in which they do function.

The success of HOUGHTON'S ABSORBED OILS was almost instantaneous and they are now doing service in many of the most extensive plants in the United States and England.

CHAS. E. CARPENTER,
President.

itself. Thus back in the days of the trusts, the trusts took a hand in politics, only to find themselves legislated out of existence. The liquor interests banded together to perpetuate the liquor trade in a lawless manner and then entered politics to obtain protection for the saloon, only to find themselves legislated out of business and so it will come to pass that organized labor is going to find itself legislated out of business. All that is necessary is to find some one powerful influence who cannot be intimidated by the lawless element leading labor, and it would seem as if that person had been found in President Harding.

Because of the fact that I had an Uncle who was in his day a great detective, when the profession was not organized on a large scale as it is now, and I have heard at the family table, tales of how he aided in the breaking up of that lawless, murderous, labor organization known as the "Molly Maguires," which held the anthracite coal district of Pennsylvania in a state of terror back in the sixties, I have taken the trouble to investigate the doings of that labor organization and so far as I can judge at the present time, organized labor is attempting to do in a national way, on a large scale, what the "Molly Maguires" succeeded for a time in doing in a local way, on a small scale.

And just so certain as the "Molly Maguires" were exterminated, so will organized labor (organized on its present basis of lawlessness) be exterminated.

The other day I took a copy of "*Who's Who in America*" and picked out at random a list of names of rich employers. Or rather I had one of my secretaries do this for me. There were

some sixty names on the list and there was no attempt to pick a list of preferred names. In this entire list of names there was not a single one but what had been more or less prominently identified in some movement to help those outside of his class. In other words, it would be most difficult if not impossible to find a rich man of the present time, of normal mind, who either had not or was not planning to use the power of his wealth to help those who are not rich.

Those who have given impartial study know that the World has benefited rather than suffered from the accumulated wealth of Stephen Girard, Peter Cooper, Andrew Carnegie and John D. Rockefeller. In other words, we have the indisputable evidence, as plain as facts can make things plain, that the rich as a rule, and perhaps without exception, are planning for the benefit of the laboring classes. But will some one show me the slightest evidence that organized labor has ever planned a single charity or benefit for those outside of its own membership?

As a matter of fact, the slogan of the union is hatred for those who are not possessors of a union card, hatred for the employer, hatred for the rich and double hatred for the non-union laborer.

Further than that, they teach not only hatred for the non-union worker, but intensified hatred for the members of all unions not affiliated with the ONE union.

Union Labor is hypocritical when it claims to stand for the highest possible wage for its members, for it is unalterably opposed to the bonus system, profit sharing system and in most

instances opposed to piece work whereby the best man may make the best wage.

Labor unions are hypocritical when they claim to have the cause of the working people generally at heart, for practically every dollar they succeed in forcing out of the public where the unions are temporarily successful in forcing an exorbitant wage, comes out of the pockets of the working classes, who are not members of unions and who represent a tremendous majority of the working people.

Does the exorbitant wage which the members of the Building Trades Unions are now generally receiving, come out of the pockets of the rich, the landlord, the builder, or out of the pockets of the home buyer and tenant?

Does the exorbitant wage of the railroad employees come out of the pockets of the stockholders, or out of the laboring classes who must pay the cost of transportation upon practically every necessity of life?

Does the exorbitant wage of coal miners come out of the mine owners, or out of the consumers of coal?

It is not the capitalist or the employer who is going to destroy organized labor, as is, but the great common people, who in the United States have always proven that they are equal to applying the remedy to social diseases of this sort—that is to say, the laboring classes themselves will demand and effect a remedy.

In other words, it is no longer Employer *vs.* Organized Labor, but The Public *vs.* Organized Labor, and it requires no prophet to forecast who will win.

Cats

THEY say that pussy has nine lives and I certainly think she must have that many or more, for all the dead cats I've ever seen I could count on one hand. Cats must live to be as old as Methuselah. Did anyone ever figure up their average age, I'd like to know?

But what becomes of all of the cats that are born into this World? A litter of kittens is a common sight, too common in many households, but who ever saw a litter of dead cats?

Occasionally, of course, you see a dead cat, but there seem to me to be about fifty kittens born to one puppy. A dead dog is a common sight, while a dead cat is a rarity.

If a canine mortality table were prepared, I am certain that it would show that the invention of the automobile has had a great influence on the canine death rate. Every automobilist has sent one or more dogs to dog heaven. How many autoists can recollect ever hitting or killing a cat, however?

I have hit almost everything hitable with an auto, including a flock of geese, deer, an owl, snakes, birds, horses, cows, calves, chickens and dogs. Fearing that the farmer was in sight or earshot, I never stopped to count the geese fatalities. Next to chickens, I have exterminated more dogs than I have any other living thing.

I remember once, when I was whizzing along faster than the legal schedule, a baby coach, propelled by a woman, popped out right into my path, seeming to come from nowhere.

Whack! I hit that coach fair and square and a little bundle of white hurtled through the air and took rest upon an adjacent lawn. The screeching brake brought the car to a stop and, with my heart in my mouth, I leaped out and in a jiffy had that bundle in my arms, ready to make a race against death to the hospital. Then I caught sight of the woman, standing aghast, but in no apparently great perturbation. Judging her to be the mother, her apparent indifference caused me to be somewhat aghast. Then I glanced at the little bundle of white in my arms, expecting to see it blood-flecked and altogether a horrible sight, only to find that it was a bundle of soiled linen instead of a living being. The supposed mother was a washerwoman.

I've come near hitting a lot of other things, including a locomotive or so, trolley cars, fire engines, bulk windows, houses, traffic cops, rube constables, etc., but I've never hit a cat.

Not that they haven't gotten in my pathway. I've run right over them seemingly, but every one, as I glanced backward, I've seen strolling off the roadway and smiling a bland, feline smile, that appeared to say, "Yeh never touched me."

For this reason, as an autoist, I like cats.

And I like them anyway, despite the predatory, pilfering, marauding, untamable natures with which they are often credited.

All the cats I ever came in contact with liked me. Our family has had some wonderful cats (wonderful in natures, though seldom in pedigree or appearance), and every one of them has been my pet.

We've always had a cat or two around. Among the latest was a "goat cat;" at least they called it an Angora.

He would go out and bring to the house all sorts of animals, insects, birds and fish. One of his specialties was hard-shell crabs. How he ever caught them, no one could puzzle out. A cat is by instinct an inventor, however, and works without an audience. He would land on our porch, fifty feet from the river bank, a full-sized, live, kicking, biting hard-shell. He had a sense of humor, too, for he came to realize that the ladies were frightened at snakes, and, as sure as he caught a snake, he would not deposit it on the porch until there were ladies there. He seemed to take particular delight in hearing them scream and noting the rapidity with which they would desert the porch and leave him and his prey in possession thereof.

But what becomes of cats?

Damfino!

To be misunderstood is frequently merely to be found out.

If foreign exchange goes much lower, German money will be cheaper to burn than coal.

A wit has a keen sense of humor and a gossip a keen sense of rumor.

When a man calls his wife's new dress "a crime," and then finds he has to fasten the crime on his wife, he feels worse than if he had been made to eat his own words.

Law

I DO not know how it is with you, but the more I read the less I seem to know.

Now don't say, "Carps, Old Boy, you must have read much," because I have not. I think, however, that I have studied much.

I may not have read the Holy Bible through as frequently as some, but I have studied it much. I have paid particular attention to the life of Christ.

Like any man of an evenly balanced mind (I admit mine is evenly balanced), I reverence the life of Christ very much, just as I have always reverenced the Constitution of the United States and I reverence both so much that I protest against having them altered and distorted to meet the visions of the fanatics.

I would like some student of the New Testament to furnish me with authority—meaning Biblical authority, of course—for the passage of civil laws, pertaining to religious things enforced by civil penalties.

If the keeping of the Sabbath be a holy act, it can only be holy because it is a voluntary act. If it be enforced, it cannot be holy. Surely no one deserves credit or reward for doing that which is compulsory. Otherwise, the prisoners in our penal institutes, who are virtuous because they are under restraint and cannot be otherwise, would be saints.

The legitimate object of governmental laws is to protect the life, person, property, etc., and

to secure to all men, "life, liberty and the pursuit of happiness."

The civil law permits a man to be as "cussed" internally as he chooses, and just so long as the cussedness does not break out and result in an overt act, the law takes no notice of him.

But Christianity teaches purity of thought; it calls for the heartfelt intention as well as the courage to do good. It calls for purely voluntary action and any civil law which prevents such voluntary action is an anti-religious, rather than a pro-religious law, and one is as harmful as the other.

Let us suppose, for the sake of argument, that the ideal dreams of some of the fanatics could be brought to pass and everyone was compelled to go to Church and pray on Sunday. How would we differentiate between the real and the hypocrite? The evil-minded would receive as much credit for church going and praying as the most devout.

It occurs to me that we had in the war-time "Gasless Sundays" all of the evidence that we desire, to prove, that if we want the best possible Sunday observance, we had better make such observance voluntary, rather than compulsory.

Now what do you think about that?

Economic Thought

A young lady of Wilmington, Delaware,
Of the high cost of living was Welaware,
Said she, "I suppose
I can save on my clothes
If I don't giveadam what the Helaware."

—*Judge.*

Off the President's Bat

LAST month I batted out a few words showing how nations themselves come to grief by passing too many laws. In other words, "Those peoples are governed best who are governed least," is as true today as when it was originated and being true it must also mean that, those peoples who are governed most are governed worst.

The downfall of Russia was due to too much government. I understand that there was a law in Russia regulating thinking.

Whensoever the government is looked upon as a brutal power, patriotism ceases and the downfall of the government follows.

"Oh! But Mr. President, you would not permit the return of all of the immorality which existed before we passed our laws?" is what I hear some uninformed reader ask.

Under no circumstances would I attempt to regulate the morality of the peoples by federal law. I would permit each community to take care of its own immorality. Immorality always has and always will die of its own weight. Nothing based upon immorality ever succeeded permanently.

I remember when in every large city of the United States there was a red light district, which fairly seethed with immorality and crime.

I have seen men and women brazenly stand on the pavements and openly solicit the patronage of every passer-by for their dens of iniquity.

I have heard the police tell those who had been assaulted and robbed in these red light districts, that it served them right; they had no right to go into such districts.

And without the aid of federal law in any way, I have seen every one of these districts in the largest cities, cleaned up.

I have seen Texas when the prosperity of a town was judged solely by the opportunities which it offered for dissipation and I have seen Texas bend backward so far that now the whole State is suffering from too much law.

The great difficulty, as I see it is:—

The reformer believes in passing every law possible.

The best government is self government, but self government means government of self and not government of others.

There never was any such thing as a successful government by the people. All attempts at government by the people have resulted in mob rule and disaster.

A good joke never dies young.

It is to be hoped that the Diets of the reconstructed nations of Europe agree with their Constitutions. There has already been enough national indigestion.

Some resorts advertise that "the fish will bite," but this should repel rather than attract visitors, for it might reasonably be inferred that the fish are vicious and that one would need armed protection while baiting one's hook.

Willie Wiseman

THEY tell a story on the Old Man, about once he was motoring up into the interior of Pennsylvania State, on a political speaking tour, accompanied by several other barn stormers, when he was asked if he knew many people personally in the territory through which they were to travel.

"I will tell you what I will do," replied the Old Man, "I will wager that for every mile we travel, at least one person will address me. I do not mean merely nod, as is the custom in some rural districts, but I mean they will actually address me, with some friendly advice, voluntary information, or by name." After certain restrictions, such as not leaving the car, or addressing anyone first, etc., the wager was taken.

The Old Man then requested to be permitted to take the wheel and deliberately turned on the bright headlights, although it was daylight and the sun was shining brightly.

Practically every third person he passed, yelled, "Mister, your lights are lit," particularly if it were a small boy. Going through some towns a score or more would volunteer the information, until the occupants of the car knew exactly what to expect from everyone they approached.

Of course, the Old Man won his wager hands down.

Little Willie would like to wager that he can tell what an average of one out of every three persons he meets, for the first time, will say to Little Willie.

For it is rarely that Willie meets three new acquaintances, without at least one of them saying, "I read The LINE."

Willie never hears any of them declaring that they read any other publication.

Willie would like to see a poll taken among 100,000 industrial executives of the United States, asking them to name the publications which they read regularly. Willie does not mean, "take" or "subscribe to," but read.

Willie is certain that The LINE would receive three votes to any other publication's one, and Willie would not be surprised if it would be five to one.

The question is, how is it that The LINE has continued to have such a hold upon its readers for over fourteen years, for it was a success from the start, while the fate of most house organs is a speedy burial in the waste-basket?

Take it from Willie, the far-reaching influence of The LINE is truly wonderful.

Blessed is she who sings only for her friends and still has friends for whom to sing.

Hereafter our New England orators must refer to "Pilgrim Mothers" as well as to Pilgrim Fathers, if they want to obtain the female vote.

If one wants to get away from jazz, arguments over the "Plague of Notions," and discussions on the Income Tax, he had better seek the seclusion of his own exclusive company and then read a novel.

ANNUALLY FOR BELTING AND ALLIED PURPOSES.

"IN THIS OLD-FASHIONED 'LAY-AWAY' PROCESS OF TANNING, THE HIDES ARE ALLOWED TO REMAIN IN A SOLUTION OF OAK BARK FOR SEVERAL MONTHS, OR UNTIL THE TRANSFORMATION FROM GREEN HIDES TO LEATHER IS COMPLETED NATURALLY.

"TO DO ANYTHING WELL TAKES TIME, AND IN THIS SLOW WAY THE DURABLE TEXTURE OF THE HIDE IS PRESERVED AND THE FIBER KEPT INTACT. LEATHER SO TANNED HAS THE INNATE STRENGTH AND FINE ELASTICITY THAT MAKES FOR GOOD BELTING."

Catalog C-2.

"ALL BRANDS OF ———— BELTING ARE MADE OF GENUINE OAK-BARK-TANNED LEATHER. THIS IS THE SLOW, NATURAL PROCESS OF CHANGING HIDE TO LEATHER AND, FOR BELTING PURPOSES, IT EXCELS ANY OTHER METHOD."

Catalog C-3.

"THE ———— COMPANY OAK BELT LEATHER IS PRODUCED FROM SELECTED PACKER HIDES, TANNED SLOWLY AND THOROUGHLY BY THE GENUINE OAK BARK METHOD. THIS PRODUCES

BEAUTIFUL, UNIFORM, RUSSET COLORED LEATHER WHICH IS FIRM AND YET WHICH HAS THAT FINE ELASTICITY WHICH MAKES IT IDEAL FOR BELTING. IT IS RECOGNIZED THAT OUR TANNAGE HAS NO SUPERIOR."

Catalog C-4.

"WE GUARANTEE THAT ALL LEATHER USED IS OF PURE OAK BARK SLOW PROCESS TANNAGE, AND THAT IT IS ABSOLUTELY FREE FROM ANY CHEMICALS OR INGREDIENTS OF ANY KIND USED WITH A VIEW TO WEIGHTING THE LEATHER OR QUICKENING TANNING PROCESS."

Catalog C-5.

"WE, THE UNDERSIGNED, GUARANTEE THAT THE LEATHER USED IN THE CONSTRUCTION OF THE FIRST-QUALITY BRANDS OF OUR STANDARD BELTING IS OAK TANNED BY THE LONG-TIME PROCESS; IS ABSOLUTELY FREE FROM ANY INGREDIENTS FOR QUICKENING THE PROCESS OR INCREASING THE WEIGHT."

Catalog C-6.

"WE USE ONLY A1 SELECTED STEER HIDES, OAK BARK TANNED IN THE OLD FASHIONED, LONG TIME PROCESS."

Catalog C-7.

"THE OAK LEATHER IS TANNED BY THE LONG-TIME PROCESS INSURING FIRM, SOLID, ELASTIC, BUT NOT STRETCHY, LEATHER, ESPECIALLY SUITED FOR BELTING PURPOSES."

Catalog C-8.

"THE YOUNG STEERS THAT ROAM THE WESTERN PLAINS ARE EXPOSED TO ALL SORTS OF CLIMATE, WHICH TOUGHENS THE HIDE TO ALMOST THE DURABILITY OF STEEL, SO THAT WHEN TANNED BY THE OLD BARK PROCESS, THE TOUGHEST AND FIRMEST LEATHER IS PRODUCED."

It is very significant that each and every one of the pamphlets quoted from are published by members of THE LEATHER BELTING EXCHANGE, and that I was only able to obtain two pieces of literature published by leather belting manufacturers who were members of The Exchange, that did not boldly assert that the old-fashioned oak bark tannage process produced the best belt leather.

It will perhaps be interesting if I quote from a Catalog issued by a member of The Exchange, which I have marked "C-9" and which does not claim that their products

are made by the old-fashioned oak bark, slow process of tannage.

Catalog C-9.

"THE SUCCESS WE HAVE MADE OF THE TANNING OF LEATHER FOR BELTING HAS LED US TO THE PRODUCTION OF SIMILAR LEATHER SUITED TO OTHER USES. OUR EXTENDED STUDIES, NECESSITATED BY OUR PURPOSE TO PRODUCE THE BEST LEATHER FOR BELTING, HAVING GIVEN US A BROAD AND INTIMATE KNOWLEDGE OF THE TANNING PROCESS, WE WERE ABLE AT ONCE TO ADAPT OUR MATERIALS AND METHODS INTELLIGENTLY AND SUCCESSFULLY TO THE DESIRED END."

The reader will please understand that no matter how Specification 37 may be amended, it could not possibly benefit either my Company or myself, for we have not the slightest interest whatsoever in any leather belting specification, for it is the policy of our Company not to guarantee our belting to meet any specification, other than "the best made" and that neither my Company nor myself is in any way interested in vegetable tanned belting.

I am, however, deeply interested in the leather belting trade and in the correction of all corrupt practices or appearances of

unfair business methods, because I believe one's social position is largely influenced by the business in which he is engaged.

In Specification 37 there has been committed, if not a willful attempt at deception, at least a serious blunder and the inconsistencies as pointed out between the representations in the printed Catalogs of the several members of THE LEATHER BELTING EXCHANGE and the actual Governmental standard Specifications approved by The Exchange officially, are so self-evident that it is certain, that it would be only a question of time when these criticisms would be exposed by someone, and I feel that it is far better that the exposure should be made by one who has no commercial interest whatsoever in the Specification and whose criticisms are guided solely by a desire to do good—good for everyone—for surely everyone is to be benefited by a correction of Specification 37.

I suppose, dear readers, that by this time you are all up in the air, and I can assure you that I am with you.

Therefore, I will not proceed with the painful process of further quotations. The Catalogs from which I have quoted are issued by those who, for the most part, are

looked upon by the leather belt trade as the most prominent concerns in the business.

Now what gets me is this. By what process of reasoning can THE LEATHER BELTING EXCHANGE accommodate its endorsement of Specification 37 to the Catalogs of its members?

Remember, that the most careful search through all literature pertaining to leather belting and belting leather, fails to produce a single claim, that the old-fashioned oak bark slow process of tannage does not produce the only leather from which "FIRST QUALITY" vegetable tanned leather belting can be produced.

Some of the Catalogs contain statements most ingeniously dodging the question entirely, but none deny it.

It would seem to me, that if the Catalogs of the members of The Exchange, from which I have quoted, are correct, then those members have been a party to the approval of Governmental Specifications for the purchase of "FIRST QUALITY" belting in which they do not really believe. Or if, on the other hand, they do believe in the Governmental Specifications, then they are handing out a lot of "bunk" to the trade, in their Catalogs.

However, perhaps it all can be explained and if THE LEATHER BELTING EXCHANGE or any individual member thereof, can submit an explanation, I shall be more than pleased to publish the explanation in these pages, upon request.

It is just this sort of thing which reflects discredit upon the leather belting trade as a whole.

There is nothing necessarily dishonest or questionable about selling stocks and bonds; in fact, it was at one time considered the most honorable of businesses. But of late, the questionable practices of a substantial number, engaged in the stock and bond business, have cast a reflection upon the entire business and I do not propose to sit idly by and without protest, permit any small minority of the leather belting trade to put the leather belting business generally in the "questionable" class.

In my opinion, but of course, it is only my opinion against that of the combined opinions of the members of THE LEATHER BELTING EXCHANGE, Specification 37 is generally defective and opens the way to corrupt practices, the very thing it is designed to avoid. However, I have no desire to confuse the reader's mind further by criticising, at this time, the other

specifications which do not refer to the tanning.

But I might venture to say:—If the method of tanning is important (and I admit that it is), and if there should be a dispute between the buyer and seller as to the process of tannage, there should be some specific method of test specified by which the truth may be ascertained.

Suppose, for instance, "A" is the lowest bidder, and the inspector claims that the deliveries are not of the specified tannage. How are the facts to be proven?

Unless there be well-known methods of test specified, the Specification covering tannage is not worth the paper it is written on, excepting that it leaves the successful bidder to the mercy of the inspector and this has always bred corruption and always will.

The injury done by the blunder of creating Specification 37 is far reaching. Innocent belting buyers, confused by the varying arguments of the various leather belting manufacturers, are likely to accept Specification 37 as their standard, in the belief that because it has been prepared by the United States Government Bureau of Standards and approved by THE LEATHER BELTING EXCHANGE, it is the result

of intelligent research and is, therefore, reliable, little suspecting that so far as protecting the buyer in obtaining "FIRST QUALITY" belting, it is almost worthless and opens the way to corrupt practices.

At least one ingenious leather belting salesman is carrying a copy of Specification 37 with him, and showing it to gullible prospects and arguing substantially as follows:—

"THE LEATHER BELTING EXCHANGE has collaborated with the Bureau of Standards at Washington and the Federal Specifications Board and The Exchange has accepted these Specifications as covering "FIRST QUALITY" leather belting. Only the members of THE LEATHER BELTING EXCHANGE have approved these Specifications and accepted them as standard and, therefore, belting made by those not members of The Exchange, does not come under these Specifications and should not be purchased. The best method for the belting user to protect himself, so that he obtains "FIRST QUALITY" leather belting is to confine his purchases to the members of The Exchange."

This sort of argument is twisted and used in as many varieties as there are pickles in Pittsburgh and may or may not

be sanctioned by the salesmen's employers. But the salesman making such representations, or intimating in any way that the Bureau of Standards or the Specifications Board has endorsed the belting made by any member or members of THE LEATHER BELTING EXCHANGE, does so for the purpose of willfully misrepresenting. He is entirely unreliable and does an injustice to the Governmental Departments, as well as to the leather belting trade in general, and should be exposed.

I have always contended and still contend that specifications are worthless unless there be ways and means of accurately and economically ascertaining whether or not deliveries are up to specifications.

Specifications which leave the approval or disapproval to the judgment or personal opinion of an inspector, serve no one, but always breed corruption.

I am prepared to debate this question at any time, either in these pages or elsewhere, or verbally before a suitable audience, to be composed of those interested in the subject.

Of the total number of manufacturers of leather belting (and I am including the members of THE LEATHER BELTING EXCHANGE), there are only a comparatively small number who are tanners. It is

common practice for leather belting manufacturers to purchase the leather from the tanners and curry, cut and cement the leather into belting. Suppose the tanner who sells the leather belting manufacturer his belting leather, represents the leather to be of certain specified tannage and the belting manufacturer buys it in good faith and after the belting made from such leather is delivered to the buyer, the inspector declares that the tannage does not comply with the specifications, what recourse has the belting manufacturer?

I know the game fairly well and I know that jobs as inspector have been sought because of the opportunity offered for corrupt practices.

The answer to this objection might be, "Buy only from those belting manufacturers who are tanners."

But this would not meet the emergency, because there is no leather belting manufacturer who does not go out on the market at times and buy leather of other tannages. In fact, I charge that such is common practice among all of the manufacturers of vegetable tanned leather belting, whether they are tanners or not.

All I want and all anyone should want is "a square deal," and that is all that I am

contending for and what I want from others I am more than willing to give.

I am not contending that the slow oak process is the best, because I do not know of my own knowledge. I do know that in vegetable tanning, the greater the blend of tanning materials, the greater the yield in pounds of finished leather and that where the oak bark process is used, the process is very slow and expensive, not only as to process, but as to the capital invested in hides during process. I know that chestnut, quebracho, divi-divi, myrabolam, wattle, mangrove and other tanning materials are used in combination with oak and without oak; whether to the detriment of the finished leather or not, I have no personal knowledge. My belief is, that the slow oak process produces the best leather. If it does not, let us have the truth. Don't let us say one thing to one class of buyers and another thing to another class.

We all know that you cannot make "FIRST QUALITY" belting leather out of bull hides, and as we have obliterated the bull from the hide, let us also obliterate the "bull" from the tannage.

CHAS. E. CARPENTER,

President.

E. F. HOUGHTON & COMPANY

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VOLUME XXX
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Spotlight Evils

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CHARLES E. CARPENTER, NEAR EDITOR

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PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

I WANT to tell you about a wonderful care-of-belt wall-hanger which we are distributing gratuitously.

I may have mentioned it before in these columns; if so, it is a good stunt and it will bear repetition.

Besides, the wall-hanger about which I am now talking, is a recent edition and it is larger and more complete than the first hanger which we put out.

It is a well-known fact among the leather belting trade that hundreds of thousands of dollars worth of belts are junked each year because of improper installation and improper care, and while perhaps the average leather belt manufacturer does not appreciate it, nevertheless, the efficient power transmission engineer knows that there are hundreds of thousands of dollars worth of power wasted each year from the same cause.

There is a surprising amount of ignorance on the subject of the proper installation and care of leather belting, not among the

engineers, but among the average employee who finds himself called upon from time to time, to exercise his own judgment in this matter.

"We can't call in a high-salaried, high-grade, busy engineer every time we want to install a belt," is what the Superintendent of one of the largest steel mills in the United States said to me one day, when, as I was going through his plant, I pointed out here and there a leather belt which was not operating properly, because it had been neglected, and this Superintendent is absolutely right; but, between surrendering to this ignorance as a necessary evil and attempting to at least modify the evil, there is a very large difference.

Of course, I realize that the best manner to care for belting is to put a first-class experienced belt man in charge of all of the leather belts, but it requires an establishment of considerable magnitude to afford the expense of the overhead of such a man, and even then, it is impossible to have that man in more than one place at one time, and of course, it is not usually practical or economical to permit the machines to lie idle until the belt man can make the adjustment or repair, so it falls to the lot of some one in the particular shop where the trouble occurs, to remedy the matter.

Here are some incidents which I know are happening every day, because the trouble which has been occasioned therefrom has come to our attention, through the fact that the belt has been blamed for the trouble caused by the improper installation, or care of the belt.

A storeroom was requisitioned for a new belt, to take the place of an old one which had jumped from the pulleys and become torn and ground between the pulley and the hanger. The new belt was sent over. The belt man was busy installing a main drive in another building; a shop man undertook to install the belt; he didn't cut the ends square and didn't know that they had to be cut square. The lace-holes were cut with a jackknife and the belt was laced without any regard for the general rules. The belt ran crooked within six hours; the quality of the belt was blamed, but the belt user eventually stood the loss, having been convinced after much argument that the fault was with the improper installation and not with the belt.

A lathe hand couldn't get his lathes to turn out the production on account of the belt slip, so he took a handful of sand, mixed it with lubricating oil and smeared it on the

face of the belt. He stopped the slip, but ruined the belt.

A man who years ago, had had experience in the installation of leather belting, was taken from the supervision of an automatic screw machine to install an 8" belt. He undoubtedly knew how to do it, but because of the length of time which had elapsed since he had last installed a belt, he forgot one important thing and ran the laps the wrong way. As a result, the laps opened up in less than thirty days and the belt was blamed.

The average man in a shop or mill has little or no appreciation of the high cost of belting and of its fibrous construction. The belt maker will exhaust himself in an effort to produce a finished belt of the very best quality, meaning a belt which will transmit the maximum of horse power without slip, and thus give the longest service.

This effort on the part of the belt manufacturer will be entirely destroyed by the application of some sticky nostrum called a "Belt Dressing," which will for the time being, prevent slip.

There is scarcely a reader of these Talks but who can recollect the coming and going of at least two or three brands of sticky belt dressing, which for a period, were adver-

tised extensively through the mail and in technical publications, and which for a period had a large sale, until their injurious effect upon the belt itself was discovered by those who had been so imposed upon as to use them.

But why continue?

The object of our care-of-belt hanger is to have on the wall of each room and in other appropriate places, the proper information as to how to take care of a belt and how to install it, just simple little rules which anyone can understand.

If these hangers are placed in appropriate places, practically every man working in the room will read them sooner or later and he will read them several times, and he will absorb this information. He may not absorb it all; he probably will not, but he will absorb some of it. It will make every man in the works more intelligent on the subject of belting, and it will do more to save the unnecessary loss, by the maltreatment of belting, than anything else of which I can conceive.

I was being shown through a very large metal-working plant one day, and I noticed that they had one of our wall-hangers hung in every convenient place. I ascertained on my return home that they had obtained

sixty hangers in all, for which they offered to pay, but which pay we would not accept.

I referred to the hangers in my conversation with the Superintendent and he said to me, "That's one of the best and most practical things that has ever been done by a belting manufacturer; it beats all of the so-called research work that The Leather Belting Exchange ever attempted, because it is practical and serves a common sense, useful purpose. It is all very well to put this information in books, but you can't distribute the books and you can't get the men to read the books if you do distribute them, but with these hangers on the wall always before them, they are not only apt to remember, but if an occasion arises whereby some inexperienced person is compelled to install a belt, he will go to one of these hangers and consult the information thereon and the chances of him doing the job correctly, are tremendously increased."

I do not know that the second edition of this hanger is so much of an improvement over the first that it would be worth your while to replace your equipment of the first hanger with the second edition, providing of course, the first hangers are not disfigured by dirt or dust; perhaps a better way would be to obtain a supply of the

second edition and hang them in other places, continuing the old hangers in their present places, but I suggest that you do not permit the valuable effect of these hangers to be lost because the hangers which are at present up in your plant, are not legible from exposure.

You may have any number of these hangers within reason, providing, in making your request, you give us the name of the individual to whom we are to address them.

Our experience has been that where these hangers have been requested and they have been mailed to the office, the mail-opener has looked upon them as mere advertising, and in the absence of the knowledge that they have been requested, it frequently happens that they do not reach the proper person.

Probably the reader wonders why we are so anxious to prevent the abuse of belting, because the thought may occur to him that the more belting is abused, the more is used; consequently, the more is sold. This may be true of low-grade belt, but it does not apply to VIM LEATHER BELT.

VIM LEATHER BELT is the very best belt we know how to make. We honestly believe it is the best belt that anyone knows how to make, because if we thought anyone knew how to make a better belt,

we would learn what they knew, and make a better belt than VIM.

Because of the quality of VIM LEATHER BELT, the cost is high, but the ultimate economy of its use is great, providing only that the belt is properly installed and properly cared for.

A leather belt is like a race horse; you can breed a race horse from the very best stock, but if the race horse is not properly cared for and properly trained, it will not perform any better than an inferior horse, and so it is with VIM LEATHER BELT. In order that VIM LEATHER BELT shall show its superiority, it must be given the proper opportunity to do so, by being used with a fair degree of intelligence.

I do not mean to convey the impression that VIM LEATHER BELT requires expert supervision; it merely requires common sense care (the same as any other high-grade belt), in accordance with well-known rules, admitted by every person intelligent on the subject of the use of leather belt.

The object of our care-of-belt hangers is to have these rules more generally known by the rank and file of the employees in every establishment using leather belt.

You will please understand that you may not only have one of these hangers for

every room, but if the room is large, you may have several for each room; all we ask is that you will cooperate with us by assuring us that the hangers will be posted where they will do the most good.

The time is long past when the public were willing to tolerate any business which was conducted for the mere purpose of making money for its owner.

A business today must render a public service, and the one constant study of the Houghton organization is to render a public service and render it better than any competitor, and it is because of this policy of the Company, and solely because of this policy, that we have gone to the expense of producing these hangers.

We cannot, however, render you a service unless you do your share to encourage and help us.

A Question, Not an Attack

ONE of the penalties of giving expression to one's thoughts, is being misunderstood.

When in the June number I made so bold as to call attention to the fact that

the representations of the salesmen and literature of the majority of the members of The Leather Belting Exchange claimed that the old-fashioned, oak bark slow process of tannage was the only process from which first quality vegetable tanned leather belting could be produced, and yet the U. S. Bureau of Standards Specification 37 was produced by the collaboration of the Bureau and The Exchange and officially approved by The Exchange, which specification specifically ignored the old-fashioned oak bark slow process and permitted of any combination of vegetable tannage, my act was interpreted by some as an "attack on The Leather Belting Exchange."

I think that I have made what might be called "attacks" in these Talks and I do not think that there ever was a doubt of the fact that they were attacks.

I made no attack and intended no attack on The Leather Belting Exchange.

I took the only means known to myself, to say to The Leather Belting Exchange, "You are making yourself ridiculous in the eyes of the public; you are also holding the entire leather belting trade up to ridicule, and as a member of the leather belting trade, I call your attention to your incon-

sistencies and suggest that you remedy them."

I certainly did not accuse a single manufacturer of leather belting, of selling quick tanned leather belting as slow tanned or of any other questionable practice. If it ever comes time for me to do that, I will do it so distinctly and plainly that there will be no misunderstanding of my intentions.

My object was merely to ask that The Exchange, the Bureau of Standards or someone, tell the belt buying public whether the old-fashioned slow process is the only process as represented generally by the salesmen and literature of The Exchange members, and if so, why they agreed to, in collaboration, and endorsed the U. S. Bureau of Standards Specification, which states that any vegetable combination tannage will produce first quality of leather belting?

That is a question, not an attack.

If there be those who, because of my questionnaire, are insistent on interpreting it as an attack and who because thereof propose to make the members of The Belting Exchange collectively and individually enemies of myself and my Company, I am very sorry. That is a chance which a chap always takes when he puts his opinions in

print and is merely a part of the game, which I accept, though I accept it with regret, for the good will of my competitors has always been one of the most enjoyable features of my business career.

But, I want to give notice right here, that if because I have had the courage to expose merely one of the inconsistencies of the trade in which I am engaged, I am to have the combined or individual enmity of the members of The Exchange, I shall neither give nor take quarter, and we shall fight the fight merrily to a finish. Then and only then will I make an attack in which event I am much mistaken if I will be much on the defensive.

This is not mere idle boasting, because I have more friends among the belting users than the entire members of The Belting Exchange combined and I have a better and more powerful organization through which to reach these friends than all of The Exchange members combined. I shall ask and shall be entitled to no sympathy, because The Exchange outnumbers me, for in such a contest it is not numbers that will win, but facts plus proper organization and I have ample of both.

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The HOUGHTON LINE

REG. U. S. PAT. OFF.

JULY 1923

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Line Logic

It is disagreeable to have cooties, of course, but suppose they chirped?

Luck, with some folks, is finding someone to pluck.

If the back seat of some cars could speak, one would never hear the rattle.

If an eight-day clock will run eight days without winding, how long would it run if you wound it?

The way some travelers have of assuring the folks at home that they are safe and having a good time is to send home a picture card of a hospital.

A group of well-intending charitable women of Philadelphia, who were managing a rummage sale, made the announcement, "The —— Auxiliary Committee begs to announce that at their annual rummage sale they will have discarded clothes of all kinds."

One swallow may not make a summer, but if it is of the prohibited sort it tends to make one feel warmer.

If September Morn were to appear at any of our fashionable seaside resorts at bathing hour, she would be "pinched" for over-dressing.

A correspondent writes asking if we are in favor of sending rich men to jail for driving cars while intoxicated? We are providing we are not the rich men.

When you pass the colloquial remark that, "It takes all kinds of people to make up the World," you shouldn't forget that you are one of the kinds.

Men make serious errors in marrying women who carry them off their feet. What they should do is to marry those who can keep them on their feet.

We wonder if the reason there is so much crying during the death scene at the theater is because the audience realizes that the actor is not really dead.

The reason many children are late in beginning to talk is because they have no encouragement to talk. Why talk when one can get everything in the house merely by yelling?

If they keep on reducing the Army and Navy it will get to a condition something like this:—

President: "Where is the Army?"

Sec't'y of War: "Out rowing in the Navy."

Spotlight Evils

"Reform, like charity, must begin at home. Once well at home, how will it radiate outwards, irrepressible, into all that we touch and handle, speak and work—kindling ever new light by incalculable contagion; spreading, in geometric ratio, far and wide; doing good only, wherever it spreads, and not evil."

—*Carlyle.*

IF after sixteen years of editing The LINE, I appear not so bitter against things that are, it is not because my pitying contempt for the reformer is less, but that my spirit of toleration is more.

There are, of course, a lot of fake reformers, just as there are a lot of fake scientists, fake religionists and fake conservatives. But we must not judge a class by the pretenders of that class, but rather by the real members of that class.

Sincere? Of course the average reformer is sincere, or at least he honestly believes he is sincere, for a reformer has the faculty of deceiving himself, even though he usually fails to deceive a majority of the voters.

The great difficulty with most reformers is that what they actually want is to be in the limelight of publicity, but what they think they want is to cause things to be generally better.

I remember distinctly an experience which I had as a reform leader. We wanted to send two members to the Pennsylvania State Legislature, in a district where we had only the slightest chance of winning, because it was the

stronghold of the regular organization. Because of the fact that defeat to the reform candidates was almost certain, we had the greatest difficulty in obtaining candidates, for if there is one thing more than another, which a reformer cannot take with good grace, it is a "licking" at the polls.

Finally we decided to accept two candidates, but not because of their past achievements, for neither had ever done anything of note good or bad.

I believe that it was at my personal suggestion that these candidates were accepted, because as I had put it, "If we cannot obtain candidates who have done something worth while, then let us select candidates who have done nothing discreditable."

The management of the campaign was placed in my hands, with absolute authority to decide everything. No czar ever had such absolute authority as the Committee delegated to me.

The opposing candidates were men who were well-known in the community. They were what you would term "organization men"—good fellows—good mixers—members of every fraternal society and both had records of having done some things which were really creditable, though of course they both were tainted with all of the sins which had been committed by the organization.

One evening I called a conference to outline the campaign. While I knew nothing to the detriment of our own candidates, I knew nothing to their credit. Electing candidates is like selling goods. If you lack confidence in the goods which you are selling, you are apt to be a failure.

What I feared more than anything else, was the line of talk our candidates might hand the Public when we let them loose on the stump. You may talk all you please against the evils of the political boss, but no man ever managed a reform campaign, but who longed for the powers of a political boss, to enable him to regulate the speech of his candidates.

I have been actively interested in the leadership of four reform campaigns, all of which were successful and in no one of these campaigns did I fear the enemy as much as the friends of the movement.

At the conference, naturally, both candidates were present, and the first thing most apparent was that there was a jealousy between the candidates as to which was to be featured first in the campaign.

Each brought with him his "record."

One had been in business for twenty years and had paid one hundred cents on the dollar and had never been divorced and his great-grandfather had fought in the Revolution.

The other had been a good Sunday School scholar and taken a lot of prizes which he had with him and had been superintendent of the Sunday School for seven years and had a personal letter of recommendation from his pastor.

Each had written (or written for him) a campaign circular, copy of which he produced, and of course his photograph was to be printed on these circulars.

When I called the conference to order, I said something like this:—

"Our one object in this campaign is to elect our candidates. What we require to elect our candidates is votes and what we want at the State Capitol to put through our pet measures, is votes of the members of the Legislature.

"The objects of reform must be considered first and this means that the movement itself is far above the desire for personal publicity on the part of any candidate.

"What the reform movement must have in order to succeed is results and fortunately we have two candidates for the Legislature in this district, who have courageously permitted their names to be used in the face of almost certain defeat, who care nothing whatsoever for personal glory, but they have come forward and permitted their names to be used as candidates solely and entirely in the interest of the reform cause.

"In view of these facts and the further fact that we have only a desperate chance of winning, I have decided to conduct this campaign with as little reference to the candidates as possible. In other words, I want our campaign literature to feature the candidates as little as possible and I want as few campaign mass meetings, where the candidates are to speak, as possible. Of course we want red fire, brass bands, and mass meetings, but let the 'prominent men' in the reform movement and not the candidates, feature at these meetings.

"Let us concentrate solely upon an attack on the opposition. Let us put them on the defensive. Unless we fight an aggressive campaign, we cannot possibly win. Therefore, we must place the opposition on the defensive. So far as I am concerned, I don't care whether the voters even

know the names of our candidates. What we must have to win is an overwhelming vote in the party column and that is what we must go after and to detract from that effort by featuring the magnificent records of the candidates is merely poor politics."

One candidate arose and said that while he did not feel equal to discussing practical politics with one so experienced as the Chairman, nevertheless he differed to some extent. He believed that he had led a virtuous life in his community and that his neighbors knew it and that they would vote for him because they believed in him and it would be a great error not to feature the candidates.

The other chap said that there was nothing in reform excepting the individuality of the candidates. He believed that the voters might vote for a "wooden Indian" on the gang ticket, but they would scarcely vote for unknown candidates on the reform ticket.

But I was firm. Some say, I was "ugly." And I ran that campaign my way, knowing full well that I was to receive the everlasting enmity of our respectable reform candidates no matter which way the election went.

If we won, they would never forgive me for winning without featuring them; if we lost, of course the cause of losing was sure to be given as my mismanagement in not featuring the candidates.

But we won, to the surprise of everyone.

Both candidates went to the Legislature. No one seemed to know them or anything about them. When they arrived at Harrisburg, be-

lieving themselves that they were "some melons," they were disappointed to find that they were merely new members, representing a minority party and before the Session had been two months in operation, our reformers had gone over to the enemy. This was because the gang had discovered that personal vanity was the weakness of these two reformers and on every possible occasion had given them prominence.

They were appointed to prominent committees; the gang newspapers gave them press notice which I refused, and being anxious to excuse their own consciences for their betrayal of reform, they eagerly took advantage of the errors of the reformers to denounce the party that elected them.

Of course they voted for the reform measures. These measures had not the slightest possibility of passing, so the gang used no influence on them to vote against the measures which they were pledged to support in the campaign.

The next election they both ran on the gang ticket, were elected and scarcely noticed me, in their swelled up self-importance.

The real honest reformer will say, "These men were not sincere; they were not honest and they were not loyal and their treachery to the cause of reform does not prove reform to be wrong."

But not one of the men who would thus argue, would permit his own name to be used as a candidate, in the face of almost certain defeat. These men were honest and no gangster could have induced them to have run upon the

regular ticket the first time they became candidates. But human nature is weak. We are all weak, the strongest of us being those who realize that we are weak.

There can be not the slightest doubt but that practically almost every reformer is influenced to take an active hand in the reform movement, by an honest desire to aid in the effecting of the reforms, but it is too true that a substantial majority of these reformers have personal ambitions also. They want to be featured as being identified with reform. They are willing to make sacrifices, but they want those sacrifices known.

These men who could not have been bought with millions of gold, were purchased without being aware of the fact, by catering to their vanity and ambition.

And this is human and what is human is not going to be altered and this human trait is the principal argument against all forms of Socialism. In other words, we may concentrate the control of all wealth in the hands of the Government, but that will not take the control of wealth out of the hands of man, for the Government will not be composed of cats, dogs, or mice, but the same old human equation, with all of the human faults.

The secret to the maximum happiness of mankind is not concentrating the control of wealth in the hands of a few individuals called "The Government," but permitting that control to be as widely divided as practical. We will be best-ruled not by scattering the power to rule among many, but in concentrating it in the

hands of the fewest number and giving to this few the fullest power.

Wealth is one form of power, and it should be scattered far and wide, because it is not political power.

Political power—the power to govern—is a distinctive and different sort of power from wealth and should be concentrated as far as possible in the hands of those whom under our Republican form of Government, we select to govern us.

Bergdoll is credited with being worth a half-million of dollars, but in reality he merely has that much.

"Bill" Bryan has been robbed of many honors, but so far as we know he was the originator of bobbed hair and no one ought to deprive him of the honor. He also claims to be the originator of the Eighteenth Amendment.

Which reminds us that we have never been "pinched" for going too fast, but back many years ago we have a recollection of having been slapped once or twice and even now we do not know whether she meant it or not.

Those who are decrying divorce should not forget that divorce has its penalties and the worst of those penalties is alimony. For somehow alimony to us seems about as lucrative as buying oats for a dead horse. Furthermore, since men and women are to have equal rights, how soon will we hear of women paying alimony?

About Gypsies

I NEVER received such a shock in my life as, one day in October, when I was motoring between Columbia and York, Pennsylvania, I observed an automobile train of Gypsies on the move.

I owned my first automobile, at least a half-share in one, in 1897. It was a Locomobile. I understand that the Locomobile is today considered one of America's best makes of high-grade cars. Perhaps it was then, because everything in the way of quality is by comparison.

As I have no means of familiarizing myself with sales, I do not know whether the Locomobile manufacturers buy from our Company or not, but if they do not, they should; that is, if they have either heart or soul.

I summered then as now at Point Pleasant. My original car was purchased in New York. Bought second-handed of course, but what was a hand or so in those days, compared with having everyone turn around and notice you and when you passed through a country town (I say WHEN), having the whole town turn out to greet you.

There were no "used car dealers" in those days, so you see there were some advantages living in the past and the owner was a reputable man and assured us that he had run the car very little, which I have always believed, because we were not able to do much better.

In fact, I did not really buy it. A friend, that is he was a friend when he bought the car, did the bargaining, and owned the car for a week before he let me in on a good thing. He bought it cheap enough, as cars went in those days, only they did not go much.

My friend was an expert accountant, and I afterwards learned that he let me in because I was reputed to be an expert steam engineer.

God forbid!

Well, as his family and my family both summered at Point Pleasant, N. J., we determined to surprise them, by making the trip from New York to Point Pleasant in our Locomobile, a distance of some eighty odd miles and a feat in those days which would compare with making a non-stop aeroplane voyage across the Atlantic today.

It must be remembered that the Locomobile of 1897 was not like unto the Locomobile of 1923. In 1897, the car had a boiler, and a regular steam engine, and used real gasoline to heat water and you used up water so fast that you had to take on a new supply about every ten miles, which had a great advantage over the Locomobile of today, for it gave you the opportunity to take on thirst destroyers also, but of course that really would be no advantage in dry times like these.

Then again, they used to say that the difference between a steam car and a gasoline car was that it took a minute to discover what was the matter with a steam car and a week

SUCCESS

THE financial success of E. F. Houghton & Co. is only important to our customers because it warrants our power to serve and guarantees our customers redress in case we make errors.

Making money is not the object of E. F. Houghton & Co. and never was from its first inception in 1865.

There is nothing in the environment of our entire organization that savors of money making, or the snobbishness which is always a part of the make-up of those who are in business for profit.

Money is like unto applause, but a little more substantial. It is the natural result of rendering proper service. I never prepared an address or delivered a talk with the object of obtaining applause. I would not walk across the street for all the applause that it might be possible for one person to receive. But I would go far and wide to deliver a message which I felt was of service and if in delivering that message I receive applause, it is no evidence that my object was self-glorification and that I made my efforts with the object of receiving the applause.

SUCCESS

There may be those who work merely for money, but they cannot last. Rendering service and rendering service alone is the only basis upon which a business can prosper over more than a half-century and through the management of three generations, as has the House of Houghton.

A Houghton Nut was overheard the other day, arguing that the reason he could undersell our Company was because his present employer had no expense for research, and then volunteered the information that our research expenses were $100,000 per year. It is so seldom that these Nuts fail to exaggerate that this particular instance is unique, for I would be delighted to accept as my entire personal income, the average amount, over $100,000, that our Company spends each year for research work.

And what is research?

Merely learning how to render better service.

But my friend the Nut is wrong in his logic. Our research expenses are not charged to the cost of our goods. Some expert accountant may say, "they must be," but experts do go wrong when it comes to anything that has other than actual profits as an object.

If we have a good year this year, we set aside a substantial amount of our profits to spend in research and the cost accounting department is never informed what we set aside or what is spent and it in no way

enters into the cost of our products. The Company stands the expense of research just as it stands the expense of its charities and the cost of neither is charged to our customers directly or indirectly.

Like unto all others who aim to serve, we serve better when we are encouraged and feel that our efforts are appreciated.

Some time back the head of a concern engaged in the manufacture of automobile parts, requested that I should personally attend a conference at his office and bring our Chief of Research Staff with me.

At the conference this Captain of Industry said, "I am astounded at the saving your cutting oils have effected in our cutting department; now I want your research folks to go over our entire plant and see exactly what savings they can effect elsewhere, for we positively must reduce the cost of our parts and we must have help toward that end from every possible source."

The Houghton Research Staff went to work and they effected a tremendous saving—considerably over a quarter of a million of dollars per year. The price of automobile parts was reduced to the automobile manufacturer; this enabled the automobile manufacturer to reduce the price of his cars; this enabled more folks to buy cars and this made for more business in automobile supplies, and generally. Thus you see the service rendered by E. F. Houghton & Co. was ultimately to the Public.

SUCCESS

Of course, successful business means service nowadays, and E. F. Houghton & Co. is not unique in this respect, but of all the concerns with which I am familiar, I feel that the one in which the lack of mercenary motive stands out most in all of its proceedings, is the organization known as E. F. Houghton & Co.

What makes folks want to read The LINE? What causes folks to want to patronize our Company? What inspires the warm welcome which every Houghton representative receives? Why do I personally receive thousands of invitations to speak in public, which I am unable to accept?

Is it the Company's wealth or the Company's service?

It must be self-evident that most folks don't care a continental cuss how much the Company is worth, but that everyone is intensely interested in the service which the Company is known to be rendering.

And as for my associates and myself, I am certain there is no exception when I say that we are more proud of the service we have rendered than the modest fortunes which have resulted from that service.

CHAS. E. CARPENTER,

President.

to fix it and a week to discover what was the matter with a gasoline car and a minute to fix it.

Whether this be true or not, there never was much trouble in discovering what was the matter with our Locomobile. The complaint was always the same. It had Loco-motor-ataxia.

I don't know whether the word Locomobile came from locomotor ataxia, or locomotor ataxia came from the word Locomobile, but the way I used to attack that motor and the way we were taxed for motor repairs, causes me to believe that there is a close relation between the two words.

You will notice that I say "I" attacked the motor and "We" paid for the repairs, because my friend always seemed to try to flatter my vanity by stating that he knew nothing whatsoever about machinery, and how nice it was to know as much as I did and that he would never own a machine by himself and all that sort of thing, while I burned myself until this day there is scarcely a spot upon either arm which does not contain a Locomobile scar.

What made it worse still, my friend insisted that so long as he did none of the actual repair work on the road, he ought to do all the "cussing," so that I had no safety valve to let off.

Well, we calculated that we ought to make the eighty odd miles in two days at least, and as we wanted to arrive on Sunday when everyone would be at Point Pleasant and make our wives and families proud of us (I guess wives are families too), we started from Thirty-ninth

and Seventh Avenue immediately after lunch on Friday.

Our route was via the Twenty-third Street Ferry, and we almost made the Ferry that day. In fact I feel sure we would have accomplished the feat, had not a coal wagon bumped into us and taken a wheel off. Of course that was nothing against the machine; that might happen to a Ford. But I don't think there were any such luxuries as Fords in those days.

However, we got the wheel fixed up that evening, and we went over to the Navarre Hotel, which was just opposite the place we stabled the machine. I don't think we knew anything about garages, or such other robbers' roosts in those days, either.

The next morning we started promptly at six A.M., and made the six-thirty boat. We got through Jersey City, where my friend lived and would have gotten through without an accident, had it not been for my friend's vanity.

As he lived on the Hudson County Boulevard, he insisted it was only proper that he should drive through his own home town and of course there was no argument to that, so I let him drive, but instead of keeping his eye on the steam gauge and road, he kept his eye on the road and the windows of his neighborhood and honk-honked the horn and the result was that we blew out a fuse.

A fuse was a little instrument which was always jealous of the boiler. If the steam pressure became too high, it was an even bet

as to which would blow up first, the fuse or the boiler. Fortunately, on this occasion it was the fuse. The makers said in their little Locomobile Bible (forgive the sacrilege) that it only took a few minutes to put in a fuse. That was true, but it took about two hours to cool the boiler down so it could be put in in a few minutes.

Of course the blown fuse stalled us and of course it added greatly to our edification, when the mob began to gather, that every other person in the mob was a personal acquaintance of my friend.

Every new arrival, and there were a thousand or more, always asked the same question, "Have you trouble?" Just as if anyone would linger on the Hudson County Boulevard one moment longer than necessary from choice.

Anyhow by noon I had a new fuse in and then we discovered we needed water, so we carried about twenty ice pitchers full of water from a nearby house and started again.

Somehow when we started there was a coolness between us. The Lord knows I did not say anything about him not having watched the steam gauge. And I could not help it, if he could read my thoughts, could I?

Well, we got out of Jersey City on the plank road which leads to Newark, which is in the same State as Jersey City, and not so far away by trolley.

The steering contraption was a long handle, which you moved in the opposite direction from that in which you desired to go and that plank

road was none too good at that and somehow, my friend got in my way, and the first thing I knew we turned over on our side in a ditch alongside of the road. It was all marsh there at that time, as it is now. I know the exact spot and I point it out to this day, each time I pass by.

Now it may have been my fault that we ditched the car, but certainly if I take the blame of ditching it my friend should assume some of the responsibility for what happened, particularly as he was the first out, or rather jumped out as we turned over, while I stuck to the ship. For if he had had the common sense to turn off the gasoline, that very same Locomobile might be one of the attractions at the New York Show now, in order to permit the Locomobile manufacturers to demonstrate the evolution of their car.

They do say that one learns best by one's errors. If that be true, no wonder some folks claim that the present day Locomobile is the best car made.

But don't forget it, there were no ignition faults, or carburetor troubles in those days.

But, suppose we return to the overturned car in the ditch. It happened that my friend did not turn off the gasoline and during a dialogue between us, which in order to comply with the regulations of the Post Office Department I cannot print here, the blamed thing burst out in flames, and I honestly believe that if you will go to the same spot and dig in the sand a little, you will find evidence of the remains there yet.

My friend and I parted, not exactly enemies, but not with any particular warmth of friendship, or high esteem of one for another.

But we did one sensible thing before we parted. As neither of us had told our wives of the automobile, we thought what they never knew would not hurt them, so pledged ourselves not to tell and we kept our word. At least until now and I would not be breaking my word now, only the other fellow lives away out west somewhere and his wife has not got a chance in a million of seeing this article and my own wife never reads The LINE.

But from that day to this I never could screw up much sentiment or poetry for an automobile, though I was fool enough to buy another a short time after the accident, but there was no partner on the second venture.

A Gypsy with his outfit on an automobile, looks as much out of place to me as a Carlisle Indian in a dress suit.

When I was a boy, swapping horses was one of the Gypsies' natural callings. Everybody saved up every old bag of bones that would keep breathing, in the hope that they could stick the next tribe of Gypsies that came around.

I remember once when I was a lad, wanting a horse with which to run an express wagon, so I could make some money carrying baggage for summer boarders, in a town where my folks had sent me at my request. Of course I knew of no other market but the Gypsies. So in hunting around for something to swap for a horse, I

found some old revolutionary artillery harness in the attic of my Great-Uncle's store. The leather was so rotten that it almost crumbled to the touch. But as it was not immoral to beat a Gypsy in those days, any more than it is immoral to beat a railroad in these, I soaked the harness with ham fat and tallow and then painted it black and varnished it.

Well, I made the trade—one horse for a double set of revolutionary artillery harness. There is no such word as guaranty spoken when you trade with Gypsies; at least there was not in those days.

I noticed there was some little reluctance on the part of the horse to walk to the barn, but I took it that perhaps he was not accustomed to his surroundings. Or was I very much disturbed when he was taken ill and I had to send for a horse doctor that evening, because I remembered I was taken sick the first night I arrived in the town and they had to send for a doctor.

But I was somewhat disappointed when the horse died after living ten days and running up a $25 doctor's bill on me, besides $5 stable board. I don't think the Gypsies were much in on the bargain, but I was certainly out $30, plus the labor applied to the renovating of the harness and nursing the horse.

Now what I want to know is:—

Are Gypsies going to substitute automobile trading for horse trading?

If so.

Phew!

Off the President's Bat

IN the two previous innings I have batted out copy which has shown how governments are ruined by too much power and I have also mentioned that what is true of governments is also true of any group of individuals.

Every nation has as a cause for its birth, the correction of some abuse of its peoples. Likewise, Organized Labor has as a cause for its beginning, the correction of the abuse of the laboring man.

But it would seem that an organization which originally had for its object the protection of its members from abuse, is using the power gained because of its object, to abuse everyone who is not a member of the organization.

It should be remembered that there exists today no organization which has for its object the protection of labor. The so-called labor organizations exist for one and only one purpose and that is to use their power—meaning the power of threats and force—to obtain for their members the largest, possible pay for the smallest, possible amount of work.

While throwing up a smoke screen of "the unequal distribution of wealth," Organized Labor as it exists today is based on the principle of the unequal distribution of wealth, because its one object is to get all for its members, knowing very well that every cent of excess which labor union

members receive must come out of the pockets of non-members.

Organized Labor has obtained much sympathy under false pretense.

It has claimed to be the World's champion of labor, while in reality it is merely a champion of the cause of its own members.

If Organized Labor of America, for instance, were the champion of World's labor, it would want to give every laboring man in the World an opportunity to go where he could obtain work and would not insist upon having emigration laws passed which compel his much beloved brothers of labor to remain in Europe and starve.

Or are the great labor organizations, like unto the American Federation of Labor, working for the benefit of all members of labor organizations, for if a labor organization is not affiliated with the A. F. O. L., its members are looked upon as greater enemies of Organized Labor, than the passive non-union members.

Or is Organized Labor working for the best interests of all of the members of its own particular union.

As an illustration, every leader of the American Federation of Labor knows that the amount of wages possible to pay depends upon the amount of wealth labor produces. You cannot get something out of nothing. The labor leaders claim that the reason labor should have a greater share of wealth is that all wealth is produced by labor. While this is not true, it is evidently true that their claim proves that they ask only

for what labor produces and if labor does not produce it it cannot be paid.

Therefore, they see that the poor ignorant devil of a common laborer, who has not the brains to take care of himself, is underpaid; that the weaker crafts, such as leather workers, obtain about half the pay that the stronger building crafts obtain. Can anyone tell me why a brick layer should receive twice as much as a leather belt maker?

In other words, the evidence is plain that labor originally organized to correct an abuse of the laboring classes and then when it obtained too much power, it went to work abusing everybody, including 60% of its own members.

There are a lot of folks who say that the only way to save Russia is to let her alone. Unfortunately, we have let her a loan—and a big loan at that, and with little chance of getting it back.

When we Americans tell a Frenchman a joke in French, he always laughs, which has caused different opinions to be formed of the French. Most Americans think the Frenchman is the best of fellows, for there is no better way to obtain the reputation of being a good fellow than to laugh at the other fellow's jokes. Others credit the Frenchman with a high sense of humor. Others claim he laughs because the Frenchman is polite above every other trait. But we surmise that perhaps Frenchy just can't help laughing at our French.

The Value of a Bluff

I AM not so certain that I would care to abolish all bluff, all pretense on the part of man of being what he really is not.

We must remember that modern theology is the evolution of the pretense of the priests of the semi-savage ages; that the science of medicine has evolved from the pretense and fraud of the early medicine man and herb doctors; that the truest science of today—chemistry—is an evolution from the trickery, deceit and pretense of the early alchemists.

You and I know some doctors, preachers, lawyers, bankers and business men who, when they were younger, pretended to know a lot they did not know, who today know more than they then pretended to know.

Business has evolved from fraud and trickery to honesty and integrity, very largely because of the continual pretense of all business men that they were really honest, back when honesty was the exception instead of the rule of business.

All of which only goes to prove that if you are a real optimist, you will see that good can come out of every evil.

The only way to explain why some men haggle so with their tailors over the price of clothing is that they are really conscientious and do not want the tailors to lose more than is necessary.

Willie Wiseman

APROPOS of the Old Man's article upon his thirty years' experience in Public Speaking, which he recently wrote for the *American Magazine*, there has come to Little Willie's ears an incident not included in the *American Magazine* article, on which occasion the Old Man made a grievous error—an error of omission.

As Willie received the radio the facts are as follows:—

The Old Man was to be the guest of the Chicago Purchasing Agents' Association at their Monthly Meeting in May last, and was to be introduced by Mr. F. C. Boggess, the Chairman of the Program Committee, whose regular business is that of Purchasing Agent for The Pepsodent Co., the well-known manufacturers of tooth paste.

The Old Man had run across a good story somewhere, and had planted it as appropriate to the occasion, which was something like this:—

"It is a great compliment to be introduced by Mr. Boggess, not merely because he is Mr. Boggess, but because of the great industry with which he is associated in business.

"I doubt if the public generally appreciate the far reaching influence of the proper tooth paste. It not only cures all sorts of diseases, but it goes further and does better in preventing even more ailments.

"I have known tooth paste to even prevent sin—profanity.

"It was this way:—

"I was coming out of the tube, at Times Square, New York, when I fell flat over a brush which a careless street cleaner had left standing on the curb. As I was all dolled up in glad rags, my feelings were hurt, as well as my shin and just as I was about to relieve myself by bursting the Third Commandment wide open, I looked up and was attracted by a tooth paste advertisement which read, 'The paste which lays flat on the brush as it comes out of the tube.' Naturally, the humor of the situation struck me and I laughed and forgot about my profanity.

"And likewise with my introduction this evening; I can forgive that portion which provoked profanity, because of the humor of the other portion."

Well, do you know, the Old Man neglected to put this story in his notes and forgot all about it as he started off and almost ruined a perfectly good speech trying to find some place where he could appropriately work the story in later on. But he never pulled it, and now he has a perfectly good story which he can't use until he is introduced by someone in the tooth paste business.

I hope Willie will receive credit for being funny this month, even though the fun has been borrowed, for that would have been some story IF the Old Man had not forgotten to pull it.

Facts will represent the ammunition, and, gee! What a stock of ammunition I have.

I realize as much as anyone that little is to be gained by a row, either for the belting using public or for the belting trade, and that it is best to avoid such a trade war, but there was a man who possessed a greater reputation for wisdom than do I, who said, "An honorable war is preferable to a dishonorable peace."

I thoroughly appreciate that there will be some of The LINE readers who will not be in sympathy with my remarks and will look upon them largely as a bid on my part for notoriety, but this I cannot help and again I say it is a part of the game. The same suspicion was directed upon Theodore Roosevelt every time he made a move in the interest of the American people.

But just to modify that opinion, at least a little, I have a sporting proposition to make.

The Bureau of Standards asserts that The Leather Belting Exchange claims that The Exchange represents 70% of the production of leather belting in the United States.

I assert that this claim on the part of The Exchange, if made, is false.

HEART TO HEART TALK

I will wager the sum of $5,000 with any member of The Exchange, that The Exchange cannot prove the claim to be true and will agree, if I am the winner, to donate my entire winnings to St. Edmonds Home for Crippled Children, of Philadelphia.

If I were to discover a member of The Leather Belting Exchange in some public place, entering the women's retiring room by error and courteously take him by the arm and direct him to the men's retiring room, I suppose that there are some who would think I was attacking the member, instead of doing him a favor.

I merely desire to guide The Leather Belting Exchange into its proper place. And this I have a perfect right to do, in fact it is my duty to do so as a member of the leather belting trade.

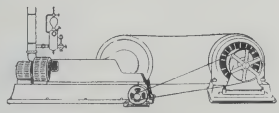
If The Leather Belting Exchange is the formidable, representative body of leather belting manufacturers it claims to be, let it go on record officially as to whether first quality leather belting can or cannot be made from other than the old-fashioned oak bark slow process of tannage.

When The Exchange has done this, then we will look around and see what more it can do for the benefit of the belt using public.

Attack?

Why I have not even led; I have not even thrown up a guard; in fact, we have not even shaken hands or had instructions from the referee.

But we have more important subjects to consider.



HOUGHTON'S CYL-TAL—A Modern Lubricant for the Valves and Cylinders of Reciprocating Steam Engines

IF you were to write to me and ask:—

"Mr. Carpenter, I have been impressed with your Talks and I want to give you an opportunity to prove that you can save my Company a substantial amount of money, but inasmuch as your products cover a wide range of possibilities, I would prefer that you select some one product upon which the demonstration of merit may be made, with the least risk and inconvenience?"

I would play safe and say to you:—
"Try HOUGHTON'S CYL-TAL."

HEART TO HEART TALK

HOUGHTON'S CYL-TAL is a modern lubricant for the valves and cylinders of reciprocating steam engines.

CYL-TAL is so far superior to the best cylinder oil that the comparison is immediately ascertained, without resorting to any exact, scientific tests.

Here is the story of CYL-TAL, briefly told:—

It blends with the steam more thoroughly than any other lubricant, and when thus blended has the maximum affinity for the wet metal surfaces it is to lubricate.

Because of these properties it requires less than one-half the quantity of CYL-TAL to preserve a decidedly better lubricating film on the lubricated parts.

Please remember that neither CYL-TAL nor any of the other Houghton Products are fads or fancies. E. F. Houghton & Co. were the originators of the modern petroleum steam engine cylinder oils and I have been honored with the reputation of being one of the foremost experts on steam engine cylinder lubricants and lubrication. It is not, therefore, a novice who is making claims for CYL-TAL; neither is CYL-TAL sold by a concern who is merely selfishly interested in taking patronage from its competitors. Houghton's VIM Cylinder

HEART TO HEART TALK

Oils have had an international reputation for high quality ever since petroleum cylinder oils have been used, and are replacing their own trade with CYL-TAL to an even larger proportion than they are replacing their competitors' trade.

If you will only send us the name of your operating engineer, which we will place on our regular mailing list, and thus educate him to the merits of CYL-TAL, I am certain that he will eventually requisition a trial of CYL-TAL.

Houghton's Absorbed Oils Stand for Economy

IN the meantime, perhaps until the engineer is so informed on the subject of CYL-TAL as to be in a receptive mood, it would be as well to make your initial bow to the Houghton Products, by a trial of HOUGHTON'S ABSORBED OILS.

Let me tell you something about HOUGHTON'S ABSORBED OILS, which may sound impossible, but which is a fact just the same.

In the United States alone, east of the Rocky Mountains, we averaged 24 new customers per day, for HOUGHTON'S ABSORBED OILS, in the first 3 months of 1923.

I have had 45 years' experience in marketing oils and greases to the industries and this eclipses all previous records 50%.

All of which goes to prove that the American user of lubricants is wise to the fact that the quality of petroleum lubricating oils is rapidly deteriorating.

Now get me!

I expect that this issue of The LINE will go to a mailing list of over 100,000. The number of readers will average perhaps twice that. If I were in error, there would come forth from the oil trade, remonstrances from various sources. The facts are, as I prophesy, that there will not be a single remonstrance, because what I state concerning the deterioration of the quality of lubricating oils is so well-known that no member of the trade would take a chance of denying my assertions.

This deterioration of the quality of lubricating oils is due to the following well-known phenomena.

Paraffine base crude oils from which the best quality of lubricating oils have been produced, are rapidly diminishing.

The demand for gasoline (petrol) has been so great that it is more profitable for the oil refiner to sacrifice the other products

from petroleum, in order that the maximum of gasoline may be produced and to accomplish this most of the refineries have adopted the destructive process of distillation, which greatly reduces the yield of lubricating oil, irrespective of the quality of the crude oil to which the destructive process is applied.

Thus we find ourselves face to face with a condition whereby the best grades of petroleum lubricating oils are rapidly becoming obsolete and the supply of all other grades materially reduced.

But this situation is still further aggravated by the fact that the enormous demand for automobile lubricating oils has caused the refiner to find it more profitable to direct his attention to converting what lubricating oil he does produce, into the maximum quantity of motor lubricants. This causes a shortage of many of the varieties of machinery oils.

As a result the supply of varieties of lubricating oils has been tremendously decreased.

This situation is not one which has been discovered by me, but has been the subject of investigation by the leading nations of the earth and has been generally commented

upon in the technical publications and daily press.

The one solution to the problem is the stopping of all lubricating oil waste.

Now here is the solution to the whole problem as offered by the Houghton Research Staff.

They have produced a product known as HOUGHTON'S ABSORBED OILS.

These oils are composed of a basic film or absorbent oil, which functions in supplying the film which prevents the metal surfaces from coming in contact and also acts as an absorbent or holder of the proper quality of lubricating oil, the latter functioning as the real lubricant by rolling or sliding between the surfaces of the film and the metal surfaces.

The lubricating oil is held in place by the absorbent or capillary forces of the film and there is neither drip nor waste. The space occupied by the lubricant is completely packed and there is less opportunity for dirt or grit to work its way in. As the metal surfaces cannot come in contact, there is no ground metal to adulterate or deteriorate the lubricant and the result of all this is that the cost of the lubricant is cut in half, with no increase in frictional resistance as compared with the use of the best lubri-

cants, but inasmuch as the best lubricants are not obtainable in quantities, there will be a lower coefficient of friction in most instances where HOUGHTON'S ABSORBED OILS are substituted for lubricating oils.

Please remember that HOUGHTON'S ABSORBED OILS are not new nor experimental products, but have been in constant use in some of the largest industries in the United States for over 10 years.

They were perfected previous to the World's War, but war conditions prevented their manufacture and exploitation on a large scale, but they were nevertheless used upon a substantially practical scale during the war period, although it was not until about 1921 that we were in a position to supply the demand.

If you will take the trouble to compare your lubricating bills of 1913 with those of the present day, you will get an insight into what I mean by claiming that the cost of lubrication has so tremendously increased.

The use of HOUGHTON'S ABSORBED OILS will reduce that cost at least 50%.

And remember, that it is no novice or inventor blindly prejudiced in favor of his own invention, that is making these claims.

Or is any new theory of lubrication advanced by the Houghton Research Staff in

the presentation of HOUGHTON'S ABSORBED OILS. All the old and generally accepted theories apply to the use of these lubricants. It is merely a new method by which proven theories may be applied. We are not offering a solid or semisolid as the lubricant, but a fluid oil. Instead of calling on a single oil to present both the film and the lubrication, we blend two oils, one of which furnishes the film and holds the lubricating oil where it can best function as a lubricant.

We have had many adopt HOUGHTON'S ABSORBED OILS solely because of their cleanliness. Textile manufacturers, printers, hotels, office buildings and many others, who had been suffering loss from oil stains due to drip, have welcomed HOUGHTON'S ABSORBED OILS, and while their cleanliness is a feature, their ultimate economy of service is the real factor in their sale.

A Tour Through the VIM Leather Shop

I WISH that I could take every individual who is interested in the operation of machinery, on a personally conducted tour through the VIM LEATHER SHOP. Not

that the shop is so extensive or of mammoth size. Because the mechanical leather business at its best is a small business. The Belting Exchange estimates that there is about $20,000,000 worth of leather belting used in the United States each year. While I have no faith in The Exchange figures, it is nevertheless true that the entire consumption of mechanical leathers is quite limited.

The object of this tour would be to show the possibilities in mechanical leathers.

In the VIM Leather Shop we would more than likely be able to show you things being done with leather that you never imagined were possible.

Here VIM Leather is cut, moulded, spliced, cemented, riveted, sewed, and built up into many plys and into all conceivable shapes.

All of this is done by the most modern machinery.

Here are builded the most wonderful Belts ever used; quite a few each year are 60" in width and of three plys. They are designed to carry the heaviest load ever carried by belting of any description.

Here you will find them making VIM Leather Washers for a thousand and one

uses; some of them so small that they must be handled with tweezers. Others so large that it is about all a good-sized man can do to handle one.

In the VIM Leather Shop are being manufactured each year Packings of larger diameter than have ever been made in any other shop, and designed to withstand a pressure which Packings made of any other material than VIM Leather are incapable of withstanding.

In other words, this personally conducted tour would acquaint you with leather possibilities, of which only a comparative few know.

And yet as small as it is, the VIM Leather Shop has a capacity for leather belting, about third in the trade and for Packings and sundries, a larger capacity than that of combined competitors and I think that is going some, considering it was one of the last shops to be built.

CHAS. E. CARPENTER,

President.

E. F. HOUGHTON & COMPANY

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HUSBAND: What remains of a lover after the nerve has been extracted.

PRICE TWENTY-FIVE CENTS

The HOUGHTON LINE

REG. U. S. PAT. OFF.

VOLUME XXX
NUMBER TWO
AUGUST 1923

A Kanoodle

A
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OF
THOUGHT

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The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/- per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisements are facts.

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E. F. HOUGHTON & CO.

P. O. Box 3078

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

I DO not think that I am a physicist.

In a previous issue of The LINE a physicist was defined as, "A former bartender, tending a soda fountain."

I know I am not that.

I have neither the history nor present occupation to so qualify.

The dictionary defines physicist, "1. A student of physics; a natural philosopher. 2. *Biol.* One who seeks to explain fundamental vital phenomena upon pure physical and chemical principles; one who holds that life is a form of energy due simply to molecular movements taking place in the ultimate molecules of the protoplasm, and capable of correlation with ordinary chemical and physical forces."

I certainly have been a close student of certain branches of physics for many years. In fact I took a very strenuous course in "fistics" also.

But while I have a medal or so for the "fistics," I have not even a parchment

certification for my expertness in physics.

But it does fall my lot to do a bit of explaining, particularly in these Talks and I do try to explain all "fundamental phenomena upon pure physical and chemical principles."

I have no quarrel with true science or true physicists, but it has been my observation that there is a natural tendency on the part of some folks to use the sciences for the purpose of bluff, bluster, pretense and deception.

While I cannot prove philosophically that I have not descended from a jelly fish, I am quite certain that our friend Wells has published nothing but a lot of fantastic, imaginary stuff in his pretense to prove scientifically that I did.

It has been my observation that whensoever a genuine bull artist desires to ply his trade, he employs the sciences as his tools.

It was my good fortune to be a guest at a most palatial country seat, at which were present, a doctor of medicine, a noted opera singer, a noted director of music, a noted actor, and a forester.

It was a week's end party, and I had not lit my first cigar, before I had the feeling that I (because I was not a professional man) was supposed to be inferior to all of

the others. I could not diagnose a physical complaint, perform a surgical operation, or administer medicine; my singing would scarcely improve grand opera; the only musical instrument I ever learned to play I play with my feet; the only time I ever appeared on a real stage as a real actor, I was cast to play the silent marine in "Pinafore," and did not have a line; and I know little more about trees than that I love them more than I do flowers.

As the invitations had been sent thirty days previous, I soon began to suspect that every son-of-a-gun was loaded for the occasion.

It has been my observation that frequently when "Greatness" gathers together on an occasion, such as the one I am describing, each one studies up on some particular topic with which he feels fairly certain that the others are not well-versed and then when opportunity offers, leads the conversation to the topic and then the others not being informed on the question, listen in silent admiration to the superior intelligence of the speaker.

Did it ever occur to you how apt we are to believe that those who talk about things, about which we know little or nothing, are very superior folks, and how quick we are to conclude the fellow, who talks about a

subject on which we are well-posted, is a total or partial ignoramus?

Naturally, as one subject after the other was ingeniously brought to the surface, I suffered by contrast. I was terribly bored and I made not the slightest attempt to conceal it. That I was out of my element was apparent and it was not necessary for anyone to call me up on the telephone and inform me of the fact.

But I was in for it, and I could not be discourteous to my host, who was one of a family of many boys and the only one who was not a professional man.

He really should have been an actor, the way he was able to appear comfortable and listen interestedly when I know he was bored even more than I was.

It is not my disposition to remain bored long and I have always tried to get enjoyment out of everything. My Dad used to say that I was the only one whom he knew, who could actually enjoy going to the funeral of a dear friend.

So I determined I would listen and learn—not the subjects, but the tricks. So after we had returned from the golf links on Sunday and were having tea on the veranda on the shady side of the house,

I concluded that it was about time to shoot mine.

I did not have to post myself on my topic; I just selected one on which I was best versed and about which it was a million to one not a person present knew anything.

I selected "lubrication" as my topic, and brought it to the surface by ingeniously steering the conversation up to a subject which is always a topic of common interest, wheresoever men of any class gather—the automobile.

It is a fact that not one present, excepting the host, had any definite idea what made an automobile go. They knew in some indefinite way that you put gasoline in a tank to make it go and that it would not go without the gasoline and that it would miss if the thingumbob became disordered and they knew the things had to be oiled in some way. In fact they knew less about the actual mechanics of an automobile than I did about art and that is a conservative statement.

After I had scored a point or so, one of the "Great" said, "But Mr. Carpenter, does a business man have to know these things?"

Then I delivered the knock-out, for I deliberately removed the ashes from my

cigar, sipped a little tea and then replied, "You, of course, know that I am a professional man first and a business man after."

Now what do you think of that?

"What is your profession," said the actor, for being an actor himself, he was always suspicious that everyone else was acting or trying to act.

My professional title is, "Doctor of Lubricants, Lubrication and Allied Sciences," was my comeback.

Everyone present wanted to say, "But I never knew there was such a profession," but was ashamed to do so for fear of showing his ignorance. But the host was on and it was self-evident that he resented somewhat my taking advantage of the occasion to play a practical joke upon his guests, for he blankly said, "I never knew there was such a profession."

"There are not so many of us," said I. "We, of course, are not so common as doctors, artists, and musicians. In fact, we were a rare sort of a bird, until the automotive industry created an increased demand for our services."

Then I talked about the coefficient of friction, flash, fire and cold-tests, viscosity and viscosimeters, the Abel closed cup

tester, feed systems, friction of the solid, liquid, rolling and sliding type, lubricating film, free fatty acids, heat treatment of steel, and surface bearings, and being a talker and having talked many times in public on the subject of lubrication and lubricants, I made no mess of my effort and it was soon self-evident that they had all fallen for their own game and looked upon me as a man of great accomplishments and learning, worthy of further consideration than they had given me, for I noticed that when I came down late to the breakfast table the next morning every mother's-son-of-them arose out of respect.

Lubrication and lubricants is a subject upon which the most expert have so much more to learn, that any first-class student of the subject might have been able to have stopped me at any stage of my talk, but like unto each of my listeners, who knew that the rest of us did not know anything much of the subject on which he was talking, I knew that no matter how much of an error I made, there was no one there to check me up.

I was very much amused at the musical director, who was a foreigner, of course. When I was through, he said, "Dot's er gud ding der know, ain't it?"

But that sort of thing is all right for the parlor or a private gathering, but shooting your statements every month, in Talks like these, into a hundred thousand subscribers and possibly two hundred thousand readers, where your statements are certain to reach the eyes of those who know more than you do, is an entirely different proposition.

In these Talks I simply have to make good.

No radical statement has ever been made in these Talks that has not later on been the subject of criticism and discussion at at least one meeting of some interested society.

In addition, such statements bring numerous letters, while our 325 field men are the recipients of all sorts of gibes and criticisms. And The LINE must survive all of this, as must the business that supports The LINE.

I have been two months trying to obtain permission to print a certain letter and the identity of the sender, which letter was the result of my claims made for HOUGHTON'S ABSORBED OILS in one of these Talks.

It seems that one of The LINE readers read my Talk, sent for one of our field men, made a test of HOUGHTON'S ABSORBED OILS, was convinced by the test and adopted

them generally, but the real cause of their merits was not exactly clear to him, so he wrote to a company which has been prominent in the lubricating oil business for many years, and received a reply over the signature of one who has the reputation of being somewhat of an authority on the subject of lubricants and lubrication.

I have finally received permission to reproduce the letter, but I am under solemn pledge not to reveal the identity. So here goes for the letter:—

"It is a compliment to be asked to write a criticism for one so well-known as yourself, but inasmuch as our salesmen tell me that you have adopted these alleged absorbed oils throughout your plant generally, I take it that the evidence of their actual use will be more convincing than anything which I might write.

"I understand that Mr. Carpenter is the inventor of this new fad in lubrication and of course there is only one 'Charlie Carpenter', who seems to vie with Ford, Babson and Sinclair in obtaining free press notices and who brings to himself and his Company notoriety by resolving to disagree with everybody.

"Mr. Carpenter's demonstrated success in his business proves that he is a man of genius, as are Ford, Babson and Sinclair, but all of them are tainted, more or less, with charlatanism.

"The use of these alleged absorbed oils under your own

supervision for a reasonable period of time will demonstrate their real worth, and if they prove merit, you may depend on it that this Company will be promptly prepared to furnish them of the best quality at the lowest price. But there have been so many innovations in the field of lubricants which threatened to drive the old reliable lubricating oils out of business, but which have eventually proven to be worthless, that you will hardly censure me for being skeptical of this latest of them all.

"Surely Mr. Carpenter does not claim to have discovered any new law of Nature, and therefore he might facilitate a better understanding of his alleged absorbed oils if he were to explain more clearly the seemingly impossible phenomena of one oil absorbing another.

Yours respectfully."

Every man with red blood in his veins enjoys a scrap. I suspect that is the reason The LINE has become so much more popular since I have been devoting these pages to these Talks, rather than as formerly to display advertisements.

But in this instance I cannot scrap direct, because I am not able to furnish the identity of my adversary, but suppose you call on your imagination, just as you do in the movies, only while in the movies the screen supplies the scene and you are called upon to imagine the words, here you will have the words and must imagine the scene.

Suppose, therefore, that I ask you to imagine that you are standing back of the author of the above quoted letter and reading over his shoulder the following letter from me, addressed to him.

"My dear Mr._____:—

"It seems ages since I had the pleasure of a controversy with you, and therefore, it is not surprising that I more than welcome the opportunity to renew our old habit of debate, which opportunity is supplied by your letter of the 11th to Mr. _____, which letter he has done me the kindness to send to me, with the provision, of course, that if I publish the contents, I shall not disclose the identity of the writer.

"Well, well, well, after reading your letter, my greatest wonder is, how one can keep so well, live so long and learn so little, as seems to be the case with your good self.

"Charlie P. tells me he was in your city last week and stopped off long enough to play eighteen holes with you and that you were certainly on your game. Perhaps golf is interfering with your business. In which case my advice is not to give up golf. Not at all. Give up business, but don't try to excel at both, for it can't be done. You will be certain to be bluffing at one or the other. As Charlie said you brought in a 79, you certainly are not bluffing with the driver, mid-iron and putter.

"Of course I want to say something nice about your letter, but

you have left so little room to say anything complimentary, that I can only compliment you upon your wisdom, or was it cunning, that prompted you to omit detailed criticism of our Absorbed Oils and admit that the oils themselves, in actual use, under the supervision of the man who pays the bill, will tell their own story.

"Knowing that you know that I know that you know much more about these Absorbed Oils than your letter indicates, you undoubtedly have appreciated already that your letter has not the ring of sincerity and truthfulness.

"You know that this is not the first nor the twenty-first concern who has preferred Houghton's Absorbed Oils to your Company's Lubricating Oils and you know that as far back as 1918, these Absorbed Oils were the subject of discussion at one of the meetings or conventions of your sales force.

"You know that, in the early part of 1920, you personally dictated and signed a letter which accompanied a sample of Houghton's Absorbed Oil, which you sent to a prominent chemist, requesting that he should analyse it and give you the fullest information as to its contents, process of manufacture, etc., which sample was returned by the chemist with a letter stating that as E. F. Houghton & Co. had retained them upon all subjects pertaining to lubricants, they could not do the work requested.

"I will bet you $5,000, that inside of the next two years, the concern to whom you wrote the letter in question, does not

Continued on page XIII

The HOUGHTON LINE

REG. U. S. PAT. OFF.

AUGUST 1923

VOLUME XXX *NUMBER II*

Line Logic

No, Angela, a tentative performance is not necessarily a circus.

A family may be judged by its phonograph records.

When she dropt her eyes, it is no wonder her face fell.

It is bad enough to have Congressmen at Washington, but why have them at-large?

If music is the language of the soul, jazz is the profanity.

Constant agitation against the high cost of everything is music to the profiteer's ears. It prepares the customer for what he has to pay and saves a lot of argument.

They are making clothes from nettles in Berlin. We do hope they are using genuine American nettles.

It is a lucky thing for many movie artists that they are not present to notice the absence of applause.

As profiteering decreases in Philadelphia, the police records show that pickpocketing is increasing.

Recently, when a Philadelphia motor cop reported his motor cycle stolen, he laid emphasis on the fact that he was not riding it at the time.

It is all right to go through fire and water for a woman, but to go through bankruptcy is a more serious matter.

When a graduating class of girls vote on "the prettiest member," it is a lucky girl who receives two votes.

It may be all right to have a suit of clothes for each day in the week, but it is terribly awkward when something happens to it.

Expert electricians say that the cost of sending a message to Mars would be about a billion dollars, which prompts the Peoria *Transcript* to suggest that we send it "collect."

A Kanoodle

IN my sixteen years' experience in publishing The LINE, no three articles combined ever brought in my mail so much abuse, trash and evidence of monumental ignorance on the part of the sender, as did my article on the Klan, published a couple of months back.

When I wrote the article I was convinced that the Klan was based on ignorance, but I took it for granted that the leaders at least had some intelligence and polish.

But if, as claimed, the publications which have come to my desk are the official organs of the Klan, then the Klan is rotten, ignorant, uncouth and vulgar, from the top down, otherwise it would not tolerate such publications as its official spokesmen.

The other day I was shown a collection of what, when I was a boy, were known as "Dime Novels." They were forbidden fruit. Like unto Adam, most boys ate some of the fruit and I was no exception.

They were shown to me the other day to prove that the boy of today is far more intelligent than the boy of my period, because that sort of trash is no longer salable. The boys of today will not buy it. It has been killed by education.

I remember also when I was a boy, there was a publication displayed in newsdealers' windows called "The Police Gazette," which specialized upon illustrations of big legged women. I have lost track of that piece of vulgarity lately. Perhaps that is because the "Girlie" and bur-

lesque shows now give in the real what was prohibited in those days.

But the vilest of the publications of my boyhood days was refined literature in comparison with the stuff, which has come to my desk recently, alleged to be official Klan stuff.

Some of the space in these publications was given to vilifying myself and, of course, was both interesting and amusing. Each article tried to tell the Klansmen the kind of products my Company manufactured, with the self-evident intent of effecting a boycott. Thus we have as the Klan's exemplification of Americanism, "Boycott all who disagree with you." It has been the universal opinion of all good Americans that the boycott is not an American institution, but the Klansmen will willingly sacrifice everything that is American in order to advance their own particular interpretation of Americanism.

So far as their boycott of the Houghton Products is concerned, Pooh! Pooh! for theirs.

Well, that's that.

I did receive four magnificent letters from Klansmen and those who were not Klansmen, but who were not entirely out of sympathy with the Klan, who went to particular pains to impress upon me that the Klan was not a night-riding organization; that its charities were many and its oath of allegiance thoroughly patriotic.

These men were sincere and really believed that they were good Americans and one went so far as to say that in event of the Klan taking sides against the Government, he would not consider his Klan oath binding. Yet he admitted that his Klan oath was a most solemn oath.

But there were three features in which the abusive communications, the gentlemanly communications, the fiery double cross printed trash and the anonymous communications all agreed and they were that the Klan stood for:—

1. "The supremacy of the white race." I stand for that principle also. But it is my opinion that the supremacy of the white race is only possible so long as the white race is supreme. Race supremacy is something to be merited, not by the pigment of the skin, but by the intelligence, broadmindedness and Christianity of the race itself. And inasmuch as all supremacy based upon force, fright and fanaticism has at all times failed to sustain itself, the laws of Nature will still prevail. I object to the Klan, basically on the fact that its methods hazard the supremacy of the white race because it is not a white man's proposition. I am white and I have as much right (according to my ideas of Americanism) to protest against anything that tends to degenerate the white race as have the Klansmen. That the antics of the Klansmen appeal only to the lowest instincts of mankind, goes without saying and accounts for the number and the class of its members. Please note I said "antics."

2. "The removal of the influence of the Catholic Church from political affairs." I am for that too. I am for the removal of all churches from political control. That is precisely what the founders of this Government and the framers of the Constitution intended. I am against Protestant control to the detriment of the Jews and Catholics, just as much as I am against Catholic control.

The Klan literature, which I have received, fairly stinks of bigotry and bias, and the statement that, "the United States is a Protestant country," and the Klan proposes to keep it a Protestant country, is everywhere in evidence.

Surely men with the intelligence to organize the Klan, must know that the framers of the Constitution went to extremes to prevent this being a Protestant, Catholic, Jewish or other denominational country. The Constitution provided religious liberty for all, more clearly and distinctly than it provided anything else. And the great violators of that provision as I have seen it, out of the glasses of a Protestant, have been the Protestants, for the Protestants have violated the intention of the Constitution more than those of any other creed. Every Sunday blue law is a direct violation of the intent of the Constitution and there can be no argument to the contrary. A Sunday blue law is a religious law or it is nothing. If it be a religious law, it is contrary to the intent of the Constitution.

But, what's the Constitution among friends? If the eminent respectability of the land can write Prohibition into the Constitution and thus degrade it to a police court law, why should not the Klan give it another swipe or so?

Search me, I don't know.

One of the great objections to the Catholics, if I understand Klan logic, and I must confess it is difficult to understand, is that the members of the Catholic Church swear allegiance to the Pope. This oath is all wrong, say the Klansmen, in spite of the great safeguard employed by the Catholics to insure the Pope being a person of

unusual ability and sincerity. But the same Klansmen say that it is all right to swear allegiance to the Great, Honorable, Supreme, All Mighty, High Mucky Mucky Muck Kanoodle, who I charge is nothing but a bunko artist, bent on putting money in his own pocket by imposing upon the ignorance, prejudice and bias of us Protestants, by deliberately lying to us.

The World has just passed through a great test.

During the entire World's War, was there ever a time or a place where the allegiance of a Catholic to his Pope, interfered with his allegiance to his country?

There is but one way by which we may judge as to what will be and that is by what has been. The World's War has answered the damnable falsehoods of the Klan that allegiance to the Pope interferes with Americanism.

The Klan is fundamentally un-American. So we are not to be surprised that the Klansmen have distorted ideas as to what constitutes Americanism.

3. "The removal of the Jews from control of financial affairs in America." I take it that any line of industry, business, or finance will be pretty much controlled by ability—natural ability. We find ourselves unable to compete with those of other nations in many lines, because of the natural aptitude of the peoples of certain races to do certain things best. We have never been equal to the Orientals in weaving hand rugs; Irish lace has always predominated;

German dyes have yet to be equalled; French silk has the call in spite of competition.

So why throw it into the Jews because they are good financiers?

The Klan in their ignorance look upon financiering as a crime, instead of one of the most essential callings of civilization.

The reading of the putrefied literature would lead one to suppose that every Jew in America was rolling in wealth, but those who are familiar with the ghetto of our American cities know that poverty exists among the Jews as well as among other races.

The fact of the matter is that the Klan teaches hatred of the Jews, merely because Jews are Jews and they teach this hatred under the trade-marks of Protestantism and Americanism and as a son of a Protestant minister and an American of pure blood for eight generations, I say that the trade-marks are fraudulently used.

The Klansmen do not claim to be atheists, but Protestants, and all Protestants believe in Christ. Christ was a Jew. How can a believer in Christ—a Jew—hate a Jew merely because he is a Jew, and be consistent with his religion?

To hate a black, yellow or red man because of his color, is un-American; to hate a man because of his religious belief is un-American; to hate any race because it excels in any particular calling is un-American.

"Carpenter, be careful and don't write on religious subjects," is the good advice which several of my good friends have given me. But

this is not a religious question. There is not one word of dogma, creed, or spirituality in the entire article. It is an economic article pure and simple.

It is a protest against a swindle.

There are laws protecting the ignorant against being imposed upon by get-rich-quick and other get-something-for-nothing schemes, when it comes to the sale of securities and commodities, but along comes an ingenious Kanoodle promoter and conceives the idea that all wealth is power and that wealth is nothing but power, and inasmuch as there is no law against swindling a man by causing him to believe he is going to obtain power for his money, so long as the power is handed him direct and not through the medium of money, securities or commodities, the law cannot touch him.

Therefore, the field for the exploitation of the money-making swindle within the law is large, and unhampered by legal obstructions.

Of course, nothing so appeals to the ignorant as mystery, long titles, high sounding names and ancestry.

So they dig up the ritual and regalia of an organization which thrived in years gone by, under entirely different conditions, and with more or less questionable reputation when it did thrive.

But there can be no question as to the facts that when the Klan formerly did thrive, it did depend upon terrorism and night-riding and fantastic regalia and if those respectable folks who are writing me claiming that night-riding

is no part of the Klan's modern program are right, then it is indeed unfortunate that they should have adopted the name and ritual of an organization that not only did all of these things in the past, but boasted they did them and the Public are not to be blamed if they now believe that the Klan intends to follow the prestige of its founders and rely upon terrorism as a weapon. And I repeat that terrorism is not Americanism.

Here is the way I see it.

Every human being craves power. There are only two varieties of power prevalent—political and wealth. But the Klan has invented a third—terrorism.

Cy Hawkins keeps a country grocery. He has kept it for years. His father kept it before him and his grandfather before his father. Cy is a good church member and a Protestant, of course, because his parents happened to be Protestants.

Cy is what you would call a model country storekeeper.

He knows a little of everything and much of nothing. In fact hard work and long hours plus a limited sphere, have placed him in the "respectably ignorant" class.

Cy craves for something which he thinks should be his, but he really does not know what it is he wants. The greatest thrill which he ever enjoyed was when his name was read out in the Town Hall meeting as one of a committee of prominent citizens appointed to sell Liberty Bonds. Cy is absolutely honest. He is thrifty

and saving and somehow he feels that because of his virtues the World should notice him.

All of this does the Great Kanoodle know. So he comes along and tells Cy that Cy should be up and doing great things; that Cy should have power and that Cy can have power if Cy will only sign up with the Kanoodles and part with a little money. That the only reason Cy has not had what was coming to him is because of the Nigger, Catholic and Jew. Cy had bought bum oil stocks in the past; he had even negotiated for gold bricks and all of this cost him money, but he got no return. Suppose the Kanoodle business is a "phony game;" he will at least get his power for his money. What is being done out of a few dollars, compared with the privilege of parading in a nightshirt with a pillowcase over his head and a sheet on his horse. Then there is the long title of high sounding names. That's worth the whole cost. Again there is the mystery. Just think how envious and inquisitive those who are not Kanoodles will be of those who are and yet not even know who is who? And think of the object—"America is to be saved for Americans"—although the Kanoodle does not go quite so far as to advocate handing the country back to the Indians.

The whole thing is "small-town-stuff."

It is bait for the boob.

It has positively nothing to recommend it to the intelligent, patriotic mind.

It appeals to the lowest instincts in human character.

It is basically anonymous and that which is anonymous is dishonorable. I heard a learned judge say from the bench, where it has been proven that a man had written an anonymous letter and had admitted it, "The Court takes the position that the writing of an anonymous letter was a contemptible act, prompted by wrong motives, but admits that this is not necessarily so, but the defense will have to prove absence of wrong intent." That's good law and good logic.

The Kanoodle is ashamed of himself, otherwise he would not hide his face and identity.

Some of the fiery double cross stuff advocated making an alliance with "other Protestant organizations," and mentioned the Masons as one. This is an insinuation that the Masons is a religious order. There is nothing in Masonry which prohibits those of any creed from becoming Masons. The reason Catholics are not Masons is not that the Masons bar the Catholics, but because the Catholic Church prohibits its members joining secret organizations of any sort. Before this order was issued by the Church, many Catholics were Masons.

Intuitively we know that the bandit and others bent on committing crimes mask their faces and hide their identities. We know of no other class who resorts to such measures. If we, therefore, believe that the Kanoodle is bent upon unlawful methods, it is the actions of the Kanoodle that are to blame.

If we see a man running away from a police officer, the psychological conclusion is that the man has broken the law and if we see a man

SERVICE

OF course the Executives of our Company are proud of the fact that the Company enjoys the highest credit, which is evidence of the financial success of the Company.

But at no time since the Company was established in 1865—over a half-century back—has the financial success of the Company—meaning profit—been the paramount incentive.

We Executives accept our financial results—profits and losses—as a part of the game—a matter of course—and become neither elated nor dejected, no matter which way things go financially.

What always has interested us most and to which we have applied such intensified effort, has been doing things which would serve the Public.

In fact, we have two well-defined instances, where Houghton Executives laid down their lives in this intensified effort to render service.

The reader may wonder why I specify, "The Public," instead of our customers.

It is merely because all service worth while must eventually rebound to the credit of the Public. That which benefits a small group or class is not important service.

Suppose I illustrate briefly:—

A manufacturer of automobile parts, who had substituted a Houghton Cutting Oil for lard oil, was astounded to discover that by so doing the production had been so increased and the cost of cutting so reduced that the saving in that one department was $178,000 per annum. The head of that manufacturing concern requested that I should attend a conference with his executives, bringing with me our best engineers, and at that conference he said, "You have astounded me with the saving you have made in this one department. Now I want you to use every effort with every other department to effect similar economies, for we must reduce the cost of our production and we want you to help."

We did help and helped much. The parts were reduced in cost; the selling price to the automobile manufacturer was lowered; this aided the automobile manufacturer to lower the selling price of his cars and this permitted more people to buy cars, who in turn bought more automobile supplies, gave work to more people, etc., so that the service which originated with the Houghton Research Staff was service to the PUBLIC.

Were business generally merely a money making proposition, then it would be better were the Government to take over all business, for mere money making on the part of the individual, without performing

some useful service to the Public, is a thing to be discouraged rather than encouraged.

If mere money making were the object of business then there would be but little argument against Socialism. The Soviet Government of Russia has failed because it finds that the Government cannot serve the Public so well as the individual. It may be in some instances that anticipation of profit is the incentive for tendering Public Service, but Public Service must be rendered first, or the profit is not earned.

The other day I happened to mention to a competitor that we were anticipating spending $10,000 to build a leather belting testing machine, for the use of the Houghton Research Staff. "I would rather put that $10,000 in plant or advertising," was his reply.

So would we, were our object in being in the leather belting business merely that of making profit. But our object is to make the best leather belting possible to make and thus render the best service in the leather belting business. We have no ambition to make the most money possible to be made by being in the leather belting business, but rather to render the best service.

Therefore, we want something more than the mere opinion of our own achievements to convince us that our service is the best, because one's opinion of oneself is apt to be prejudiced and it has been my observation

that the more successful one is, the higher opinion one is apt to have of oneself, for success must breed conceit. There can be no success without conceit. These so-called successful modest chaps are merely those who know how to better control and disguise their conceit.

So when you think of Houghton, please think of a concern who is endeavoring to render service; who studies service first; who aims to serve each customer best, rather than to make the most profit out of the patronage of each customer; who is more proud of its service than of its profits; who has never hesitated to spend any amount of money within its means to improve its service and if you feel that such service should be encouraged, that the Public in turn owes Houghton a return service in the way of patronage, or at least an investigation of the HOUGHTON PRODUCTS, and if you do your share in that direction, you will have performed your duty and you can do no more.

CHAS. E. CARPENTER,
President.

masked and hiding his identity, the psychological thought is that he intends to break the law.

I may be "old stylish" in my ideas, but I cannot refrain from admiration and reverence for the founders of our Country and the framers of our Constitution.

I have my own ideas of Americanism and I try to adapt them to the ideas of those who made the Country possible. A body of men, by the way, who are as much reverenced outside of America as in.

I feel that here in America is where the World's fellowship of mankind should be fostered. Here we should not build factions, but destroy them.

God Almighty intended that people should differ and the great blessings of these differences may be seen at every turn. What a morbid, dull old place this World would be if we were all of the same artistic, architectural, sexual, educational, political and economical tastes.

We would make but slow progress toward a greater civilization, were such the case, for we learn most from those who have opposite views and least from those who agree with our views.

The question of religious freedom was settled by our forefathers—for the most part Protestants—who guarded the Constitution as much against domination of the Country by Protestantism as by Catholicism.

Factions there must be among the human race, but all factions should have as their first object the universal love of the human race.

These factions should be merely means of making the whole a more perfect organization. Just as departments of every business have their little differences, jealousies and ambitions, the prime motive of each department is to cooperate with each other department for the benefit of the whole business.

If one department in a business slips, in that its executives in their overzealousness injure the business as a whole, in order to benefit that one particular department, the other departments do not inaugurate a campaign of hate, but they all talk it over quietly together and remedy the defect.

If the Catholics as such, or the Jews as such, or those of other than the Caucasian race are doing things in America which they should not do, why not all get together and talk it over? Perhaps some are merely doing successfully what others tried to do and failed.

Such a gathering might develop that everyone had been cheating a little.

But surely in this great Country of ours we should all love one another.

If we are going to have the south divided against the north; the west against the east; the employee against the employer; the wets against the drys; the farmers against all others; it is time that we should begin a campaign to lessen factionalism, and surely any organization formed for the express purpose of creating factionalism is 100% un-American.

Love, not hate, has always ruled the World best.

Help the Kids

EVERY once in so often some reader of The LINE writes to me and scolds because The LINE does no charitable work. "Every publication has a certain power to create responses to advertised charity, just as it has power to create purchases of advertised commodities," is the way one chap put it. Others have reminded me that most of the real publications have some charities upon which they specialize and that the reputation of The LINE actually depends on presenting to its readers a plea for charity of some sort.

Well, you know as well as I do, that business is business, and the fellow who mixes charity and philanthropy with business will in the end produce nothing much more palatable than a poorhouse cocktail. At least that is the way I think about it and besides I was much impressed with a recent decision of the Courts that it was no right of the president of a corporation to donate its stockholders' money to charity.

So I let it go at that and for fifteen years there has been no appeal in The LINE for charity.

Like unto most fellows who have had to work hard for every dollar they have obtained, I am not very enthusiastic about certain charities. I have viewed the million dollar buildings of

certain charitable institutions and read of the many millions which they have raised in subscriptions, with but little enthusiasm, even if it might have happened that I was one of the subscribers who made for said millions.

I have peculiar, old-fashioned ideas of charities and my one thought is that there should be no other charities until the necessities of the kiddies are first fully subscribed to.

By that I mean to say most frankly that the Salvation Army (notice I mention it first), the Red Cross, the Y. M. C. A., the Knights of Columbus and the various hospitals, colleges, schools and other institutions are all most worthy charities, but yet before the needs of one of these should be considered, I feel that the needs of the kiddies should be fully satisfied.

And this is because when a kiddie is out of luck it is through no fault of its own. When a kid comes into this World, no one consults it as to its parentage, religion, nationality, color or physical perfection.

The kid is compelled to take just what fate hands it and starts its struggle in the World with not even a choice as to its sex or name.

I have consulted with a lot of folks on this subject and I have yet to find anyone who will disagree with me in my opinion that the kid who is most out of luck, is the one who is born a cripple and the kid who is doubly cursed is the one who is born a cripple and of poor parents.

And equally out of luck are those kiddies who become cripples, through accidents, for which they themselves are in no way responsible.

If you get me right, you will comprehend that I believe that before a cent is spent on any other charity, everything possible should be done for these crippled kiddies.

It is all right to aid the sick, but there is a lot of sickness which is the result of sheer foolishness; it is all right to provide swimming pools, billiard rooms, gymnasiums and smoking rooms for the young men and shelter for the young women, and nurses for the sick, but the beneficiaries therefrom can all help themselves in some way, while the poor crippled kid is entirely at the mercy of the World, and the World owes its first charity to the poor crippled kid. So the charity appeal of The LINE is to give, give, give, but give first and most liberally to the cause of the crippled kid.

I say give and give to the cause of the poor crippled kids wherever you can, and if you would prefer to donate to an institution which you know is properly conducted, where each dollar goes the furthest, I can recommend:—

St. Edmond's Home for Crippled Children
44th St. and Haverford Ave.
Philadelphia

I know this institution is all right, and I will tell you why:—

The women who are directing the affairs of this institution are working for the love of charity and not for the love of notoriety.

To be on St. Edmond's Board means good hard work and lots of it, and there is no opportunity to gather social honors as a remuneration for the labor.

The Treasurer, who is the proper person to receive all subscriptions is:—

Mrs. James B. Bonner
1327 Spruce Street
Philadelphia

the good wife of my old college chum "Jim Bonner," with whom I was a classmate in the College of Experience which we both attended. Take it from me, you can't put anything over on "Jim," and the fact that "Jim's" good wife is Treasurer, is a double guarantee that the exchequer is well-guarded.

The Corresponding Secretary is:—

Mrs. James A. Mundy
703 Spruce Street
Philadelphia

a very modest title. But here in Philadelphia we know Mrs. Mundy only as one of our livest wires and the magnificent manner in which Mrs. Mundy officiated for three years as President was responsible for the Home's greatest momentum.

The Recording Secretary is:—
Mrs. John Carroll Sheahan
Merion
Pa.

widow of my other old college chum, Captain Jack Sheahan, of Keystone Telephone Co. fame. The school which Captain Jack and I attended was noted for its social sessions and I know that they never made them any whiter than Captain Jack. Like unto Mrs. Mundy, Mrs. Sheahan served her term as President—three years—all the Constitution permits—during which period she increased the velocity of the momentum started by Mrs. Mundy.

If today I am compelled to prepare my own meals, do my own darning, sew on my own buttons and go unaccompanied to places of amusement, it is on account of this very same Mrs. Sheahan, because I am reliably informed that it was Mrs. Sheahan who was responsible, more than any other person, for the election of her successor, the present President, who is:—

Mrs. Charles E. Carpenter
The Gladstone
Philadelphia

a lady with whom I have had the most intimate acquaintance for forty-five years. I can, therefore, give testimony to her ability to collect and disburse funds and properly boss things generally.

Any of these ladies would be pleased to receive your contributions, and I know from

experience that Mrs. Carpenter will take your money with great glee, but it will simplify matters if you send your subscription to Mrs. Bonner.

Might I suggest that if you think of making a will, it might be a good idea to remember St. Edmonds, or some other charity which takes care of crippled children, for this charity comes FIRST, and the question cannot be argued.

Send what you can afford and feel like freely giving. I do not want to embarrass you. I will probably never know whether you subscribe or not unless you send your subscription to me. A dollar will help and a hundred can be used and if you run up into the thousands, they know just where every cent may be profitably and economically expended.

Be a good sport and do give something. For there will be no publication of the donations, so your donation will not look small if small it be, as compared with the larger ones.

A Prohibitionist, speaking recently in Philadelphia, said, "Near beer is popular in Heaven." We were wondering where it was popular.

When Shakespeare wrote of the "witches' broth" in "Macbeth," we wonder if he had any reference to home brew.

A pity 'tis that most of those who enter politics do not want to see what good they can do for their country, but want rather to see what good their country can do for them.

Off the President's Bat

THE sooner we Americans come to the conclusion that we do not know it all and that there are other nationalities possessed of a fair degree of knowledge and wisdom, the better it will be for us.

There are a lot of folks who have deceived themselves into believing that the United States has prospered because of its peculiar form of government.

If the form of government of the United States has been any considerable factor in the Nation's prosperity, it has been the form of government as was and not as is.

The Nation showed its greatest strides when the Government appreciated the wisdom of giving the maximum of protection to its industries and the Government has never been satisfactory to anyone since the policy of harassing the industries has supplanted the policy of helping them.

Because of the propaganda of those who are not directly interested in industrial enterprises, the Public have come to look upon industry as something controlled by big, fat men, wearing top hats, frock coats, side whiskers, heavy watch chains and pockets bulging with currency.

The fact that in industrial centers the whole community is just as much a part of the industry as those who direct its affairs or are on the pay roll, does not seem to be appreciated.

The butcher, baker and barber in any industrial community will tell you that the prosperity of their businesses depends directly upon the prosperity of the industry.

Why do communities which are a few chips shy on industries, offer free land, water rights, exemption of taxes and other inducements for industries to locate in their midst, if industries are not community interests?

The great difficulty with industry today is that the captains of industry have applied themselves solely to the task of producing the maximum quantity for the minimum cost and they have permitted the propagandist to circulate his false doctrines, not only among the laboring classes, but among the whole people.

What American industry requires more today than anything else is an organized bureau of propaganda.

Will the following places please change their names:—

Rye, N. Y.
Bourbon, Ill.
Brandy Camp, Pa.
Brandy City, Calif.
Lithia, Fla.
Vichy, Mo.
Aqua, Va.
Drinker, Pa.
Booz, Tenn.
Tank, Pa.
Brandywine, W. Va.
Sherry, Tex.
Port, Okla.

Willie Wiseman

LITTLE WILLIE received a letter the other day from the Near Editor and begs to quote an extract therefrom:—

"Again I would suggest that you return to your facetious style. Shoot them the funny stuff and leave the dignified and serious up to me."

Now, wouldn't that dull your Gillette?

Imagine the Big Noise, the greatest typographical comedy artist in the United States, asking Little Willie to be funny and actually believing he can be dignified and serious. Such is the failing of all comedians, however. Every first-class comedian has a craving to do serious stuff; "the legitimate" they call it.

De Wolf Hopper was always crazy to do the barn-storming bits, but never found a manager who was crazy enough to take a chance and Hopper's alimony chest has to be replenished too frequently to permit his accumulating a roll sufficiently large to manage himself.

Nat. Goodwin got away with the serious only after he had gathered enough cash of his own to take the chance. Even then he went into "the legit" gradually, feet-foremost-like, after the fashion of a timid maiden wearing the latest style bathing suit entering the surf.

When Nat. after one of his appearances in "the legit," asked someone how he thought Nat. played the King, the someone replied, "as if you

expected the other fellow to play the Ace." That's old stuff, but funny.

All of which reminds Little Willie that vacation time is here and Willie's doctor says Willie needs fresh air. It is dollars to doughnuts, however, that the Boss will, out of pure cussedness, veto the doctor's recommendation, for the Boss never does agree with the doctors and will suggest that Willie take the salt air cure on the Presidential Yacht.

How can a fellow be funny when he has but one vacation a year and is shut up with his boss on a yacht during that one?

You must hand it to Willie for being even humorous.

To Europe the American flag looks like the $tars and $tripes.

It is difficult to profit by your mistakes if one of them is having married the wrong woman.

One of the compensating effects of placing a large premium on your life is that your wife will cease telling you to be careful every place you go.

There is a surfeit of advice as to what to do in entering the sea; but what is wanted is more advice on what to do when the sea enters you.

When one of the professors at Bryn Mawr College censured the students because they were constantly talking of their dresses, saying that they ought to find a higher plane of conversation, they immediately proceeded to talk of hats.

abandon the use of Absorbed Oils and return to your Lubricating Oils at any ratio of price within 25% of that which existed at the time they abandoned your Lubricating Oils for our Absorbed Oils.

"Furthermore, I know that you know so much about Houghton's Absorbed Oils, that I will bet you another $5,000 that you won't take the bet.

"Now, don't play the old virtuous gag and decline the bet on the ground that you are not a betting man, for if you really believe the letter I am discussing, and which you wrote, the Old Man will take the bet and be glad to do so, for no one ever accused him of not being a betting man. I saw him bet the whole betting ring to a standstill, back in the old days at Sheepshead.

"But, you know that I am always considerate and kind to you in spite of the fact that you have always insisted in adhering to those old-fashioned fallacies that vicosity is an indication of lubricity and that a cylinder oil should be of the highest fire-test and other such tommyrot.

"Therefore, to please you, and for that purpose alone, I will try to explain the phenomena of Houghton's Absorbed Oils, for as I take it, you question whether the absorption of one oil by another is possible.

"Of course, we will both have to be patient. I will have to be patient with you, because it will be difficult for me to appreciate how little you know, and you will have to be patient with me because

it will be difficult for you to appreciate how much I know.

"You will of course understand that my knowledge is largely organizational and not individual.

"It would be impossible for any one man to individually know all about which I am compelled to write, of his own personal study, observation and absorption.

"But, I take it for granted that whatsoever is true is true, irrespective of how the truth was learned.

"Well, suppose we apply the Kindergarten system and give you an object lesson first. I take it for granted that you are familiar with what is known as a case-hardened surface of steel, so generally employed in automobile construction. For your information, permit me to explain that this surface is made hard in order to withstand abrasive force and the interior of the piece is kept taut and soft in order to resist shock, by baking the piece packed in carbon. At a temperature of about 1,700° Fahr. the metal absorbs the carbon in a gaseous form, and when the piece is cool, the carbon is confined in a solid form. The metal thus charged is conditioned to harden by appropriate heat treatment. But here we have the phenomena of a solid absorbing a gas.

"But suppose you take down your Encyclopaedia Britannica, Vol. 8, turn to page 255, to the subject of 'Diffusion'. I select this Encyclopaedia rather than the more authentic scientific authorities, because the Encyclopaedia is

written largely for the lay mind, and I fear that the technical phraseology of the other authorities would shoot right over your head.

"From this you will understand that I am trying to hit you. At least I hope that you will be sensible to my attempt.

"Well, here is what the Encyclopaedia says:

"'When two different substances are placed in contact with each other they sometimes remain separate, but in many cases a gradual mixing takes place. In the case where both of the substances are gases the process of mixing continues until the result is a uniform mixture. In other cases the proportions in which two different substances can mix lie between certain fixed limits, but the mixture is distinguished from a chemical compound by the fact that between these limits the composition of the mixture is capable of continuous variation, while in chemical compounds, the proportions of the different constituents can only have a discrete series of numerical values, each different ratio representing a different compound. If we take, for example, air and water in the presence of each other, air will become dissolved in the water, and water will evaporate into the air, and the proportions of either constituent absorbed by the other will vary continuously.'

"You will note that the Encyclopaedia uses the word 'absorb' throughout this several page article as synonymous with 'diffusion.'

"Down at the very bottom of page 255 the Encyclopaedia says:

"'To state the matter precisely, however finely two fluids have been subdivided by agitation, the molecular constitution of the different portions remains unchanged. The ultimate process by which the individual molecules of two different substances become mixed, producing finally a homogeneous mixture, is in every case diffusion.'

"Which means absorption.

"In other words, as I understand it, the mixture of all substances constitutes the absorption of one by the other, but when the mixture is permanent, one which will not readily separate without the bringing into play of the use of some outside force, then the mixture is due to diffusion, rather than absorption. Of these facts we were aware when the word 'absorbed' was selected, and we selected the word 'absorbed' because and only because it was better understood by the public. The word 'diffuse' has two meanings, but the one most popularly accepted is: 'Widely spread or diffused; extended; dispersed; scattered.'

"To have used the name, 'Houghton's Diffused Oils' would have confused the very people we desired to instruct.

"Inasmuch as diffusion is the basis of the oil manufacturing business, I am surprised you should know so little about it. However, we do pretty much as we like with electricity without knowing what it is. Perhaps you

have been diffusing without knowing what you were doing.

"You can take a course in natural philosophy in the night schools of almost any large city, which will teach you all about diffusion. Several of our office boys and clerks are taking the course now.

"In return for the courtesy of this letter, might I make so bold as to ask that you explain why your Company makes a rule of inventing nothing and imitating the successful inventions of others, and by what strange, special dispensation from Nature do you claim to be able to supply 'The best quality at the lowest price?'—A feat hitherto supposed to have been impossible."

That's that.

A dynamometer, pronounced di-na-mom'e-ter, is an apparatus for measuring the amount of force expended by human beings, animals or motors in moving a load, operating machines, towing vessels, etc.

It is not a new apparatus and any attempt to make it appear that it is a late invention or a new conception in mechanics is pure bunkum.

Gaspard Clair Francois Marie Riche de Prony, more familiarly (thank the Lord) referred to as "Baron de Prony," a French engineer, who lived 1755-1839, invented the original dynamometer, which was known as the "Prony Brake."

From the days of the Prony Brake until the present time the dynamometer has been improved and refined, but the principle is precisely the same.

The apparatus for testing the slippage of leather belting, owned by The Leather Belting Exchange and operated exclusively for them, is merely a stock Sprague Electric Co. dynamometer.

Similar machines made by the Sprague Electric Co. are in general use, at least one manufacturer of fabricated belting having owned and operated one before The Belting Exchange had theirs.

E. F. Houghton & Co. has been negotiating for a Sprague dynamometer, but there are certain mechanical conditions which do not make it practical to install it in their laboratories at the present time. If we find it impractical to overcome these mechanical difficulties, we shall probably arrange to have our testing done in some laboratory where a machine is already installed or install our own machine in some one of the several laboratories which work in a consultant capacity with the Houghton Research Staff.

It was about 1897 when I first became associated with the late Robert H. Foerderer in Philadelphia, in the original development of VIM Leather, that at Mr. Foerderer's

suggestion we had a dynamometer built, although it is my recollection that the apparatus was called, "a brake tester."

It was Mr. Foerderer's thought that the tensile strength of leather belting, meaning the laps as well as the leather, should be taken while the belt was in motion. I did not personally do or supervise the actual tests made at that time, but my recollection is that the apparatus was built by the Riehle Brothers Testing Machine Co., of Philadelphia. It was so self-evident that a few minute tests on this machine would be absolutely worthless, so far as determining the real value of a leather belt, that no attempt was made to use the machine for any other purpose than testing tensile strength, under conditions of pulling a load.

As a matter of fact, we were associated at that time with a manufacturer of vegetable tanned leather belting, now a most enthusiastic booster of The Leather Belting Exchange, who explained in detail as to why the machine was unreliable as to a test of actual leather belting quality.

The machine was used at Foerderer's purely for observation as to the tendency of a belt to run crooked; part at the laps and break under tension, but the whole thing was so unsatisfactory that the use of the machine was abandoned and a Riehle

tensile testing machine substituted and the usual breaking tests alone were made. I endeavored to locate the old Foerderer dynamometer at the time The Leather Belting Exchange was operating its machine in Pittsburgh, but I was informed that it was consumed in the fire which destroyed the entire belting leather department of the Foerderer tannery in 1901.

The tests made on the Foerderer machine mostly required 60 hours to complete, as the abuse was applied to the belting gradually.

I have a distinct recollection of several tests of over 300 hours each.

The dynamometer is not designed especially to test belting, but is adaptable to many tests. It was supposed that it would be a reliable apparatus for measuring the lubricating properties of oil, but it has proven utterly worthless for that purpose.

I do believe, however, that it is thoroughly practical for leather manufacturers to obtain some better standardized tests for application to the finished product than are now available, for at the present time there are practically none, the breaking test being the nearest to a reliable test and that is so varied as to make it of only limited value.

In the oil business we have the fire, flash, cold, gravity and viscosity-tests. Neither one nor all combined will definitely determine the value of an oil. But each one and all will quickly determine lack of uniformity in the oil and each is a means of more or less determining to what the lack of uniformity is due. But we have nothing like this in the leather business. Feel with the hands and general judgment are applied in judging the quality of the finished leather before it is made into product, in much the same manner as feel and judgment are applied in judging the quality of the hide before it is made into leather.

Ever since my advent into the leather belting business in 1896 I have been conscious of the want of some sort of standard tests for testing the uniformity of belting leather and leather belting.

The dynamometer did test the lack of uniformity in lubricating oils, but it did not do this as well, as quickly or as economically as the laboratory tests of fire, flash, gravity, cold and viscosity. But we have no such laboratory tests to apply to leather. Therefore, it is not unlikely that certain dynamometer tests may be made useful along these lines.

The most valuable test which we have is the "elongation test" as ascertained by the Riehle machine. The breaking test is of doubtful value, as the leather which stands the greatest tensile strain without breaking is never the best belting leather. Nevertheless, the breaking test has its value in testing uniformity, even though the range between the minimum and maximum test of pieces of leather from the same butt may vary 60%. But suppose we could have some other tests; let us say the "slip test," as made under precisely the same conditions each time on a dynamometer. Or say we adapt the Brinell testing machine, which indicates the hardness of the surface of metal, so that it may indicate in the same manner the hardness of the surface of the leather.

You may say, "Mr. Carpenter, according to your own statements, this will not indicate leather belting quality." Of course, it won't, or do fire, flash, gravity, cold and viscosity-tests indicate oil quality, but they do indicate oil uniformity and they do locate the majority of oil troubles in the works of the oil manufacturer, rather than on the expensive machinery of the consumer. We know when oil is good by the general satisfaction it is giving. We ascertain what the tests are of the oil when it is

running good and then we aim to have the oils come out of those tests. The quality of a lubricating oil like unto the quality of a leather belt, depends not upon any test, but upon the quality of the basic raw material and the methods by which it is processed. There is no better evidence of this than the fact that the most desirable portion of a hide for belting is the backbone and the least desirable the belly. Yet the belly is always the stronger in tensile strength and will slip less.

While these proposed tests would be of no value to the user of belts, they would be of comparatively the same value to the belting manufacturer as the laboratory oil tests are to the oil manufacturer. They would give him some line on uniformity and enable him to keep a decidedly greater portion of his belting troubles in his own shop, rather than discover them on the pulleys of his customers. Of course these proposed tests would enable the belt user as well as the belt manufacturer, to check up uniformity, but inasmuch as I take it that the full equipment of such testing apparatus would cost more than the entire equipment of many of the smaller belting shops and the time necessary to make the tests would be considerable, it is hardly likely that any but the very largest belting

users could afford to put in the apparatus and as the main use of this apparatus would be for the purpose of testing belting leather and not leather belting and as the belting user would receive leather belting and not belting leather, the tests by the consumer generally speaking would not be practical.

For that reason the dynamometer modified for the purpose of recording standard behavior of belting, under specific conditions, ought to serve the leather belting manufacturer a most useful purpose.

But for anyone to claim, that the taking of a belt and putting it on a dynamometer for five or ten minutes and indicating its slip, proves anything more than the ignorance of the man who claims that it proves something of value, is to insult the intelligence of the engineering profession.

Such claims are pure bunkum and quackery and those who propose traveling over the country, exploiting such an exhibition, should select the side shows of a circus for their exhibition grounds along with other pretense and freaks and not degrade the belting trade by inviting the intelligent belt using public to participate in such a farce.

CHAS. E. CARPENTER,
President.

E. F. HOUGHTON & COMPANY

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The HOUGHTON LINE

REG. U. S. PAT. OFF.

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Soviet Russia

A
MODERN
LINE
OF
THOUGHT

The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/- per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

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E. F. HOUGHTON & CO.

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PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

NCE upon a time, not so very long ago, it came to pass that the day after I had addressed a very large audience in one of America's extensive manufacturing centers, I concluded to do myself the honor to accept an invitation to go through the plant of one of the Company's largest customers.

I was personally conducted through the plant by the Director of Purchases, who was also a most important factor in the management. It has been my observation, in most manufacturing organizations, including our own, that there is usually a loose connection between the Purchasing Department and the departments for which it purchases. This fault did not seem to exist in the plant in question, for the purchasing was under the direct supervision of the management.

"Our Company now purchases regularly from Houghton eight different products. Everyone of them gives us satisfaction and saves us money. But I am not going to authorize the purchase of a single additional

product," was what my Conductor said to me as we sat at luncheon.

"At a conference the other day, our President asked me how it would be possible to operate our plant if anything happened so that E. F. Houghton & Co. were to go out of business? And in several ways it has been intimated by our people that I am prejudiced in favor of E. F. Houghton & Co."

As I was a guest and not a seller, I offered no argument, but I notice that since that time that plant has adopted HOUGHTON'S ABSORBED OILS. This makes nine products which they buy and, of course, we are tremendously appreciative of so much. So long as the reason advanced for not purchasing a Houghton Product is no reflection upon the quality, price or service, I have nothing to say.

But in contrast with this circumstance, I later called on the President of another one of Houghton's largest customers. This call was a purely business visit and I was free to talk shop.

The session was of a couple of hours' duration and my argument was about as follows:

"Mr. President, during the war, when so many manufacturers switched from

peace-time to war-time production, the great difficulty which was experienced was due to the fact that, owing to inexperience, many concerns did not know how to produce products which would meet the exacting specifications of the Government.

"Take metal products which required heat treatment, as an illustration.

"The authorities at Washington sent for a Houghton representative and said, 'We notice that wheresoever successful bidders are using Houghton's Products they seem to be able to meet the specifications. Is it the quality of the products or superior knowledge of their use?'

"'Both', I replied and to make a long story short, it was agreed that we should turn over to the Government, without charge, the services of the HOUGHTON RESEARCH STAFF and give every manufacturer who required the benefit of the knowledge and experience of that organization, all possible aid. No sooner was this fact generally known than the demand for the services of the Staff became so great that we supplemented their efforts by the publication of HOUGHTON'S HERALD for War Workers, a highly illustrated periodical, at the cost to us of some fifty thousand dollars.

"You must remember that every ounce of the Houghton production was sold far

ahead of our ability to make deliveries, until the war output exceeded the peace-time output 600%, so there was no possibility of increasing the HOUGHTON sales or us deriving any particular benefit from our outlay. We taught the trade not only how to use Houghton Products best, but how to obtain the best results from competitors' products.

"The best of our young men were 'Over there,' giving their Country the best that was in them and we here had no thought that any sacrifice could be too great.

"If there were any trade secrets previous to the war, they became public property; in fact we gave them to our competitors at our own expense. But we have been told that we rendered a most useful service and that is all we ask. We are not applicants for a bonus.

"But as we aided manufacturers in times of war, so we can aid them in times of peace. Our knowledge is the organizational knowledge of many plants. Our experience is such as could not be obtained in a century in any single plant.

"Just one more illustration, Mr. President and then I am done with illustrations.

"One of our District Managers was being shown through a large plant, by the Plant

Manager, who pointed to several 48" three-ply vegetable tanned leather belts and boasted as to what heavy service they were performing. The load was heavy and intermittent and the shock severe. The Superintendent expressed the opinion that neither VIM Leather nor any other kind of belt would be equal to the service demanded.

" 'Just give me one chance at just one of those belts,' said our District Manager. 'Let me make you up a belt, ship it here so that you will have it on hand and you put it on and we will not render an invoice until you say it is all right.'

"Well, it was not an easy matter to obtain the permission of the Superintendent, but it was finally accomplished.

"The VIM Belt lasted twice as long and calculations showed there was less than half the slip and today every 48" belt in the plant is made from VIM Leather and we recently were informed that two of these VIM Belts are carrying a 40% greater load than the vegetable tanned belts carried and there seems to be no appreciable decrease in the life of the belt, or increase in the slip.

"Now don't think our District Manager took a chance, for a 48" three-ply costs considerable money. He knew from the combined experience of our organization that he had a 'cinch.'

"For you must remember that we have a system by which the experience of each member of the Sales Force and each member of the Research Staff is given to each other member.

"For instance, we send out a Confidential Letter to each District Manager once a week, or more frequently if necessary, containing all such information as is intended for the eyes of the District Manager only; once a month or oftener we send to the entire Sales Force a publication called "VIM" which contains the details of the experiences of all members of the Sales Force.

"In the case of the 48" three-ply belts, the information was sent to the District Managers through a Confidential Letter, instead of being published in VIM, because we did not want the Sales Force generally to indiscriminately guarantee VIM Leather Belting.

"The District Manager who made this deal, actually saw, with his own eyes, vegetable belting pulling the load and heard the Superintendent praise the service which the vegetable tanned belting was giving.

"He knew that the drive was a normal one for VIM Belting, because he knew that

VIM would do all that vegetable tanned leather belting would do and then from 20% better up.

"But an overly enthusiastic salesman might offer to demonstrate that a VIM Belt would work where no other belt ever did give satisfaction, and in such cases the success of the VIM Leather Belt is problematical. In other words, VIM Leather Belt will not do the impossible.

"Once a month, or more frequently, we issue a little booklet to everyone connected in any way whatsoever with the Company, which contains offers of premiums for valuable suggestions pertaining to the business and information pertaining to our products generally. In other words, there is a best way for the common laborer to roll a barrel of oil and we keep telling this way, as well as the best ways to do most other things and we tell the working force how our products are used, believing that intelligence on the kind of service a product is to give will make for better quality of production and cause the working people to know the whys and wherefores for doing certain things certain ways. Surely a packing moulder will make a better quality of packing if he knows something about how a packing is used.

"To accomplish all of this we have a magnificent organization, including copy writers, proof readers, a Monotype setting machine and a Print Shop with three cylinder presses and four job presses, folders, cutters, bindery and all that sort of thing. The total capacity of the production of the Print Shop is 250,000 impressions a day. In other words, we are fitted up as a sort of miniature newspaper, ready to scatter information far and wide as the occasion demands. But unlike a newspaper we do not send out an edition unless there is really something worth while.

"Now Mr. President, you may think that all of this merely means excellence of sales efficiency, but though that be true, it also means that every present or prospective customer may have the advantage of this experience circulated because of this efficiency.

"Life is too short for one to learn by one's own experience alone. The time has long passed when high class concerns have 'business secrets,' beyond the knack of doing things a little better. It is knowing most that counts today.

"Houghton know more about their particular line of business, because there are more human units in their organization learning what is essential to know every

day and that knowledge is circulated among and assimilated by the entire organization, because of a most efficient system.

"Among the several positions which I have held with our Company in my evolution from office boy to chief executive, was that of Purchasing Agent. I had the advantage of succeeding a very inefficient predecessor and inherited a disorganized department and, therefore, I had plenty of opportunity to make a better showing.

"The policy of my predecessor was to scatter his orders among the greatest possible number of sellers, hoping thereby to attract the maximum competition for the trade. I decided that this was all wrong. That what was best for the seller ought to be turned to the advantage of the buyer. A $100,000 per annum supply of a commodity was scattered among ten sellers. And we were not of any considerable importance to any of them. I reversed the policy and selected certain favored sources of supply and then bought the maximum from each source and our patronage soon commanded the lowest price and the best service.

"What about competition? Well, take the $100,000 commodity case. When it became known that we would place our entire business with one concern, there

entered into competition for the business, large concerns who previously were indifferent about obtaining only 10% of the business.

"Now, Mr. President, your Company purchases from us, the cutting oil for one department and your heat treatment materials. We never have a show at your other cutting oils, belting, packings, lubricants, rust preventives, lace leather, hand leathers and the hundred and one things which we might sell you. I will wager that we have shown you a saving of over $150,000 per annum on what you are buying from us, but somehow there is a feeling here that Houghton are already obtaining their share. Your trade is vigorously solicited by our competitors and our profits must be small to hold it and naturally from our point of view we feel that we deserve more than we have received in compensation for the large saving we have shown.

"Please remember that it is not only Houghton Products which I want to sell you, but also Houghton experience. The superiority of the former must be demonstrated in your works, but the superiority of the latter is a well-known fact.

"Now my proposition is just this:

"Do what many others have done; turn our ability and experience loose in your plant and let us make a showing. Remember that we make no claim at being efficiency engineers; on the other hand we are what efficiency engineers usually are not. We are just intensely practical. Everything we do or propose to do is being done in a practical way elsewhere, perhaps in hundreds of places.

"Remember we have no fixed plan of procedure.

"We will have someone go through the plant casually and see where the prospects are best for effecting the greatest saving and take that matter up first and thus proceed in a gradual, orderly manner."

"I am sold," said the President. "After luncheon we will call the heads of the Departments together and you may talk to them."

"Not at all," said I. "You talk this over with your associates, then with your shop superintendents, engineers, master mechanics, etc., and then let us decide where we are going to begin and then we will have a conference, when I will have present the best man we have on the product selected, as well as our District Manager and the sales representative who calls on

you regularly, for again I must remind you that our efficiency is organizational and not individual."

Inside of thirty days the proposed conference was held, only I was not present. It was determined to take one shop and try out HOUGHTON'S ABSORBED OILS. The names and makes of the different types of machinery were ascertained. An S.O.S. sent to the Sales Force for details of experiences in adapting HOUGHTON'S ABSORBED OILS to such machines. The existing records were consulted all for the purpose of economy of time and to make certain there would be no error in selecting the best variety of HOUGHTON'S ABSORBED OILS for each type of machine.

Fifty per cent. of the cost of lubrication has been saved as a result of that experimentation.

While one of Houghton's Inspectors was on the job, a workman was painfully injured by dropping on his shin a large angle-iron which he was lifting with another man. "It slipped out of my hand," he explained as he lay on a cot in the Company's infirmary.

The Houghton Inspector had followed the injured man into the infirmary and the Medical Officer in charge removed the hand

Continued on page XIII

The HOUGHTON LINE

REG U S PAT. OFF.

SEPTEMBER 1923

VOLUME XXX NUMBER III

Line Logic

The modern reformer believes that the rising generation is sinking.

There is a fortune for the man who will invent a dwarf lawn grass.

Here is old King Tut, dead over 3,000 years who gets front page feature, while the dead ones in Congress are entirely ignored.

We respectfully suggest that Germany gives some stable value to the mark by renting one side for advertising space.

The name of the new President of Poland is Stanislaus Wojciechowski, and yet there are some Americans who think we have nothing for which to be thankful.

So long as insanity is the cause for so many marriages, there is no reason why it should not also be a cause for divorce.

There was a time when they put citizens in jail for debts; here in Pennsylvania they are putting the citizens in debt for jails.

You never can tell; the house having the largest car parked in front may be the house that has the largest mortgage on it.

Those who are concerned about the Ford boom, should remember that even a Ford stops when it runs out of gas.

Might we suggest that Einstein waits until at least one other human being in addition to himself, grasps his first theory, before he shoots his second?

The Republican administration deserves credit for its optimism, otherwise it never would have filed its claim for $250,000,000 against Germany.

When you stop to consider the millions the oil swindling literature brings into the coffers of its authors, who dares to say, "Literature does not pay."

Soviet Russia

I HAVE delivered an address, the title of which is "Individualism vs. Socialism," over a hundred times. I have requests for this same address for the season 1923-1924 from approximately two hundred prominent organizations and they keep coming every day or so, so I hope I am not suffering from exaggeration of "I" when I make so bold as to express the opinion that the address is popular.

Please do not send in any more requests for the coming season, for it is impossible for me to comply with more than about a quarter of those already in hand. In fact, I think my booking secretary will inform you that I am booked up for the entire year of 1924.

In that address I say something like this:

Socialism aims at the impossible ideal of the equalization of the human race.

I hardly believe there is a single individual in this audience who would advocate the principle so that the criminal and virtuous shall be placed on an equal basis, we should either liberate all the criminals or lock up with the criminals, all of the virtuous.

And yet criminals are, for the most part, the victims of circumstances beyond their control, as much as are the poor.

If it be true that disease is the principal cause of poverty and we cannot cure disease, I scarcely think that Trotzky himself would agree

to inoculating all of the healthy with disease, so that the diseased and the healthy might be on an equal footing.

These remarks being, of course, merely a part of the entire theme.

Some of my listeners, with a sort of a semi-socialistic sympathy, have claimed that these suggestions were exaggerations and that socialism aimed at no such extreme.

But suppose we look at the real facts.

According to the very best authorities, meaning those who have been in Soviet Russia and who have studied the conditions there, not the least of whom is Wladimir Sensinoff, the Soviet Republic undertook not only the universal education of the people, but drew up a comprehensive program of feeding, furnishing clothes and school supplies to sixteen millions of children. They went even further and passed laws that the standard schools should be the only schools.

The idea was that every child should be educated alike and that no one child should have better educational advantages than another. All private schools of all sorts were closed by government edict.

In other words, irrespective of the stock from which a child was bred, regardless of its natural mentality, each and every child was to be made equal by equal education.

I take it, that as improbable as it may sound, it is possible to liberate all criminals and to inoculate all the healthy with disease, but I claim that it is utterly impossible to educate all

children alike by any such actual scheme as was attempted by the Soviet Republic.

The scheme was, of course, a colossal failure. The money appropriated for this educational work was never expended for the purpose.

Anatol Lunacharsky, Russian Commissioner of Public Instruction, according to Mr. Sensinoff, in the *North American Review*, (Lunacharsky himself a favorite official of the Soviet), gives the following interesting statistics of the requirements of each pupil, what was granted and what was actually received:

	Required	Granted	Received
Cotton textiles	16 1/2 arshins	3 3/4	1 1/2
Thread	1 spool	1/6	1/20
Wadding	1 pound	1/25	1/100
Footwear	1 pair	1/39	1/50
Rubbers	1/50 "	1/200	1/333

"Still more tragic was the situation with regard to writing materials. The schedule for each pupil, for half a year, was:

	Required	Received
Paper	30 sheets	1/15
Pencils	3 pieces	1/60
Pens	17 "	1/22
Penholders	1 "	1/12
Copy books	6 "	1/2
Inkwells	1 "	1/100

"In other words, one sheet of paper had to do for fifteen pupils, one pencil for sixty, one pen for twenty-two, and one inkwell for a hundred. Can the reader picture to himself this swarm of children passing on from hand to hand, like some precious object, that treasured piece of pencil, or waiting for their turn for the pen, or crowding impatiently around the inkwell? Thus Lunacharsky's own figures cruelly dispel the dreams of universal education which he himself had put on paper.

"The material condition of the school teachers may be inferred from the statistical data furnished in the report of the Commissariat which was prepared (but not published) for the Eighth Soviet Congress in December, 1920. According to these data, 'it has been established that pauperism among the teaching profession in fourteen Provinces reaches an extent of 100%, and in the other Provinces from 30 to 40%. Generally speaking, about one half of all the teachers are literally starving.'"

It having been my opinion, based on a close study of human nature, that whensoever a substantial number of people of any nation or community obtain the opinion that a certain advocated, economic policy possesses merit, there will never be any rest until the policy has had a fair trial, I was one of a substantial number of those who were not opposed to the communistic theories being given a most thorough trial in Russia.

I did not believe that communism was practical, because it necessitated an equality in mankind which Nature itself did not create, but I was willing to have communism given a thorough trial and there was no place where that trial could be made better than in Russia.

The nations of the World were tired of interfering with the business of the peoples of other nations; therefore, Russia had a golden opportunity to proceed without interference from the individualistic governments. Russia was perhaps the richest nation in natural resources in the World; the peoples of Russia were not filled with false theories by super education, but on the contrary were, for the most part, illiterate and ready to accept anything which promised to better their condition. The educated classes had been fed up on communisms for three generations

and the opposing government was weak, easily overthrown and had the sympathy of practically no other nation.

Never were the conditions so ideal for a trial of the theory of communism and be it said to the credit of the Soviet Republic, they started out to make the government 100% communistic.

But 100% communism never really failed in Russia, because it was found impossible to even start such a government, its theories were so impractical.

Declarations were made, manifestoes declared, and appropriations passed, but most of them never came to pass.

The educational fiasco is identical to all the other communistic efforts. Only half of the children were enabled to go to school under any conditions whatsoever.

The following is more of Mr. Sensinoff's article in the *North American Review*:

"In the beginning of 1922 the General Government budget was 1,800,000,000 gold rubles ($900,000,000). Out of this sum 1,200,000,000 rubles were appropriated for the army and the defense of the country, and of the remaining 600,000,000 rubles only 26,000,000 rubles, or thirteen million dollars, were alloted for public instruction. Compare this with the more than sixty-eight million dollars appropriated in 1916 by the State of New York for elementary schools only."

In a statement prepared by the Commissariat of Public Instruction for the Eighth Soviet Congress, again an avowed Soviet, we have the following extracts:

"The children's homes offer a ghastly sight. Intended for forty to fifty inmates, they have accommodated one hundred and fifty to two hundred. One bed had to do for six children, or else they sleep on the bare floor, on bundles of straw, or wood shavings, which are very seldom changed and reek with vermin which are eating the children alive. There are no dishes. The children eat out of some dirty conserve cans or tins which contained axle grease and which they frequently pick up on the streets. According to the figures of the Department of Child Care of the People's Commissariat of Public Instruction, there were issued in 1920 for each child: six vershok (about ten inches) of textiles and half a zolotnik (about one-fourteenth of an ounce) of wadding; one pair of light footwear for thirty-nine children, one pair of socks for two hundred and sixty-four, one pair of felt boots for three hundred and twelve, and one blanket for 3,124 children. In the summertime the children would be simply stripped naked to have their underwear washed and dried right there in the sun; but in the winter their underwear would remain unchanged for three to four months. Hands and feet are frozen. Chilblains cover the body. Everywhere the children are suffering from the itch, so that their bodies are covered from head to foot with sores, scabs reeking with lice. Such children rot and putrefy while still alive. The older children are addicted to all kinds of vices, play cards, smoke and drink. The girls traffic with their bodies.

"It is a shame to have to say that these children are our future, our reliance, our pride and our strength. The children's homes are not nurseries of Communism, but breeding places of counter-revolutionary sentiments which arouse the population against us. So, for instance, during the terrible fire at Saratov, when children were perishing in the flames, the parents prevented us from saving them, saying it were better for them to burn to death rather than suffer and rot alive in the Children's Homes."

It is only fair to say that when the utter collapse of the communistic educational program was realized, the restriction upon private instruction and the private circulation of educational books were modified and this modification has been gradually increased.

In other words, in every department of the Soviet Republic, whatsoever progress has been made, that progress has been made entirely and only as the authorities have abandoned their communistic principles and substituted individualistic principles.

Such a surrender is, of course, possible by those who are grasping at any straw which will aid in the perpetuation of their individual power, but it is impossible to bring back to life the thousands who have been summarily put to death because they expressed belief in the very individualistic principles which are rapidly becoming a part of the Russian policies.

"Russia cries out to the rest of the World for help."

Help for what, may I ask?

Does communistic Russia claim that communism cannot be made practical in Russia without the aid of individualism from the rest of the World?

The Soviet Government of Russia reminds me of a lot of youngsters, who because they had a lot of ideas with which the others connected with our Company did not agree, went off and formed a competitive company. They lost all of their money and some say that when their very trousers were in danger they sent out the S.O.S. to the parent concern to come to their aid and help them demonstrate that their ideas were correct.

But in spite of all of this and volumes of other positive evidence of the absolute failure of the communistic features of the Soviet Republic

of Russia, the red propaganda in America goes merrily on and the masses of our people are being told that Soviet principles have demonstrated their success in Russia and what is needed most right here in America to make everyone happy is Soviet rule.

Before the failure of Sovietism was a well-known fact, such propaganda might have been excused as the utterings of those who were blindly enthusiastic in favor of an ideal, for many honest people have been thus mistaken. But now that the failure is well-known, all further attempts at such propaganda is little less than dastardly, dishonest treason.

There are two well-known publications in the United States lending themselves to this despicable propaganda, the names of which I omit, merely because I do not desire to aid their cause by giving them any sort of free publicity, which are edited for the most part by college professors and the like, classed as "educated." They, of course, are not educated, for the fundamental principle of any good education is honesty.

I say to every reader of The LINE that the United States is safe against Sovietism only so long as Americanism may be preserved.

Destroy Americanism and you are certain to have the Bolshevistic experiment. That is the reason that the dastardly propaganda consists of no open declaration for the principles of Bolshevism, but surreptitiously aims to set up class hatred and factional strife.

The Bolshevists aim to array Protestant against Catholic; Gentile against Jew; White

against Black; Rich against Poor; Employer against Employee; Union Labor against Non-Union Labor; Farmer against Manufacturer; Prohibitionist against Anti-Prohibitionist; and in turn cause dissatisfaction and discord in all of these factions as well as in all political parties.

"In union there is strength," is no truer a saying than, "In discord there is weakness."

The Bolshevists in Russia are said to be a strongly organized minority controlling a disrupted unorganized majority. That is precisely what they propose to effect in the United States. They propose to so divide and factionalize the majority that a well-organized minority may take the reins of government to carry out, not any particular reform, but to satisfy their own damnable, selfish craving for power.

All this may be prevented if we will all work for peace and unity; if we refuse to be the tools of this iniquitous scheme and don't ally ourselves with factions and use every possible effort to see that our employees are informed as to the truth.

Well, what are you doing to help?

What makes old age so sad is, not that our joys, but that our hopes, cease.

—*Richer.*

Govern your passions or otherwise they will govern you.

—*Horace.*

Votes For Women

I WAS one of the few who was opposed to "Votes for Women," who had the courage to proclaim his convictions openly.

I frankly admit that my attitude was without the support of a single sound argument.

It was just a "hunch."

A "hunch" is merely intuition.

Intuition is a sense which is more reliable than reason and is possessed by all animals of intelligence, including human beings.

"Hunch" is the sense by which your wife knows you are lying, no matter how plausible your story.

Notwithstanding my declared objection to "Votes for Women," I knew women were going to have the vote, for I had been watching the tide and I knew that the American people were in a humor where they were willing to try anything once, with perhaps the exception of Prohibition.

I have an "old stylish" opinion of women. Got it from my Mother, no doubt. There are some things with which I do not want to see women mix and politics is one.

After all it was not "Votes for Women" to which I was opposed, so much as it was all of the things which I thought "Votes for Women" would lead to, and which events have shown they have led to.

We Manufacture

HOUGHTON'S Cyl-Tal, a lubricant for the valves and cylinders of reciprocating steam engines. Lubricates better than the best cylinder oil; costs half as much to use and eliminates all trouble from oil in the boiler or return systems.

Houghton's Absorbed Oils, superior lubricants for most kinds of machinery. Cost half as much to use as lubricating oils and eliminate all drip and oil stains.

Houghton's Hydrolubric, for the lubrication of the water used for hydraulic power.

Houghton's Air Compressor Oil, for the lubrication of air compressors.

Houghton's Motor Oils, for the lubrication of internal combustion engines.

We Manufacture

Air Tool Lubricants, for the lubrication of air tools. Used and recommended by the leading manufacturers of pneumatic tools.

Houghton's Tanners' Belt Oil, for preserving vegetable tanned leather belting.

VIM Belt Lubricant, for the preservation of mineral tanned leather belting.

Rope Dressing, for the preservation of ropes used for power transmission.

Houghton's Dynamo Oils, for the lubrication of electric generators and motors.

Tipenturn, a substitute for turpentine for paints.

Tacony Wool Grease, extracted by the naphtha process.

VIM and VIM-Oak Leather Belting, guaranteed to pull most, last longest and cost least in the end.

VIM Leather Packings, in a quality class by themselves where the pressure is over 20 pounds. Guaranteed to last twice as long as any other packing made of any other material.

VIM Leather Washers, oil-proof, acid-proof, water-proof, but not steam-proof.

VIM Clutch Leathers, for friction clutches.

VIM Leather Gaskets, made to any size. Superior to gaskets made from any other material where the temperature is not to exceed 212° Fahr.

VIM Hand Leathers, the safety first sort. Made of VIM Belt Leather and like VIM Belt Leather they slip less and afford a better grip. Keep soft. Last longer.

VIM Lace Leather, furnished in sides or cut. Also metal tipped like a

shoe string. Softest and will not cut belt; lasts twice as long and complies with all *Safety First* regulations.

Highly specialized products in oils, greases and leathers for every industrial use in the metal, textile, wood, paper, leather, mining and railroad industries. Meaning by this that we make special products for special uses, each best for the special use because especially adapted to that one purpose.

Our manufacturing records show that we make 188 varieties of oil and grease products and 80 varieties of leather products, not including special products made for an individual buyer. Of many of these varieties there are several grades.

We have 40 branches, two main manufacturing plants and several small compounding or finishing plants, guaranteeing our customers the best of service.

E. F. HOUGHTON & CO.

In their campaign of "Votes for Women," the women said, "We do not want to rule, but we want to have a voice in choosing those who do rule."

Of course you and I know that is actually the attitude of most women, but we also know that no human being ever receives power that he does not exercise it, so we have had a woman Senator, woman Congressman, and women in many offices, which I don't think elevates the sex. Perhaps I have too high a respect for women, but if I have, I am not ashamed to confess it.

A prominent "Votes for Women" advocate claims that women want the same rights as men and for the same reasons.

"If bad men vote we want bad women to vote; if bad men hold office we want bad women to hold office," is what I heard her preach.

Just why she don't carry it further and say, "We want women to be fathers for the same reason that men are fathers," I don't know.

I smoke. I believe men should not smoke. Therefore, I am consistent when I say, "I believe that women should not smoke."

I say that men should not be bad and I claim that women should not be bad. I claim that because a substantial number of people are dishonest is no reason why all people should be dishonest and I claim that because men are bad is no reason why women should be bad.

The theory of the short-haired women is that women have the right to do everything that

men have the right to do. And I agree with them. Think of that, you beautiful blondes and dark haired damsels. I agree with the short-haired women. But that is no reason that women should do what men have no right to do. So think that over, as you are waiting for the chauffeur to change tires.

I may be a back number, but I would hate to think of my mother, sister, wife or daughter doing lots of things which I have done, and so do you, you son-of-a-gun, so don't pretend you don't.

It is one thing to advocate bringing women up to the level of men and another thing to advocate dragging them down to the level of men. It is all the way you are looking at it.

I have run into three Conventions of women, at hotels at which I have been stopping. I forget their titles, but they were all Conventions of women who were interested in women's parties in politics. Their objects were unquestionably to elect candidates who would favor legislation favorable to women.

Some of them actually boasted that they were in politics for women.

This must sound good to those who voted for the equal franchise in the belief that the women would be for America and Americanism first, last and all the time.

If we are going to have women for women conventions, how long is it going to be before we shall have men for men conventions?

The temptation to say to those delegates whom I met, "You are just one set of damned

fools," was great, but I smiled and said nothing, with which you can credit or debit me, just as you view my act.

When I asked one woman, "What do women want in politics anyway," she replied, "It is time our idle women were put to useful work. If our women who have heretofore idled their time away hunting bargains, attending matinees, playing bridge and the like, can be induced to devote their time to politics, the country will get somewhere."

Ye Gods! We are to have our politics attended to by the idler.

A woman's party is un-American, ridiculous and against the principles of American government. It is merely one more class arraigned against all other classes.

I mixed quite freely among these women, on each of the three occasions, and the men have nothing on them when it comes to playing the game of politics. I could see nothing to indicate that they had love of country in their make-ups. Each wanted to win; each wanted the power which went with political prestige, just the same as the men and when it came to getting their names in the paper, most of them were publicity crazy.

I asked one of the women, who was playing up the religious end of the political game very strong, if she had Biblical authority for women entering politics, but she side-stepped the question.

Suppose we refer to the good old Book, for I am great on looking up authorities.

Genesis I—26 says:

"And God said, Let us make man in our image, after our likeness: and let them have dominion over the fish of the sea, and over the fowl of the air, and over the cattle, and over all the earth, and over every creeping thing that creepeth upon the earth."

As woman had not then been created, it can scarcely be argued that God intended this authority for anything not yet created.

Genesis II—18, reads: "And the Lord God said, It is not good that the man should be alone; I will make him an help meet for him."

It requires no course in theology, or the aid of any man who buttons his collar behind to interpret this verse to any person of common sense.

GOD CREATED WOMAN AS MAN'S "HELP MEET."

Man, aided by woman, was undoubtedly intended by God to do things that should be done and I might interject that if I have any comprehension of things as they have been in the past and are now, about the only things worth doing have been done BY MAN HELPED BY WOMAN.

If there be man or woman, who can explain to me, how a woman's party is consistent with the Book of Genesis, I shall be much obliged.

I am not given to ogling. But I am told that upon the occasion of each of these three Conventions, I stared impudently at the delegates.

If so, I can assure you that it was with no amorous thoughts.

Nothing like that. That is one thing to be said in favor of such conventions. There is nothing about them to attract bad men.

But I could not help trying to read the innermost souls of these women.

I remember when a boy, sneaking over to my Uncle's country store and hiding in an obscure place, to hear the loungers tell how the government should be run, but I don't think these fellows ever really took themselves seriously. Surely no one else ever did.

The sad part of these women's political conventions is the fact that they take themselves very seriously.

Rights, liberty, freedom can only be granted to the intelligent. The right of free speech and freedom of the press, should only be granted to a peoples who are intelligent enough not to abuse the privilege.

There can be no dispute that certain peoples are not sufficiently intelligent and moral to govern themselves, and, therefore, the privilege is not granted to them.

These women of women's parties are merely proving my "hunch" that there should be no "Votes for Women," was correct.

It was like getting out of a suffocating atmosphere into pure air, to find a business woman at one of these Conventions.

Of course, she was not at the hotel as a delegate, but upon her own particular business.

"What do you think of all this?" I asked her.

"Disgusting!" she replied.

"I believe that women can help men far more than they have been permitted to do. I believe they can help men in business and other walks of life as well as they help them in the home, but this attempting to set women up as men's equal in men's affairs, is silly to every real woman."

And this business woman did not know how literally she was interpreting the first chapter of Genesis.

I had no objections to women voting, so far as the mere casting of the ballot gave them a voice in the selection of those who are to govern us, but I was opposed to women voting, because I felt that it must lead to all of these evils.

I am for women being the "help meet" of men and in this thought, for once at least, I can claim no originality and I can refer to no lesser authority than the Almighty, as quoted, to support my contentions.

If women want to join with men as "help meets" in politics, all very well and good, but when women take advantage of their right of franchise to set up a woman's party, they prove they were not fitted to receive that privilege.

And I would like some one to show me where I am wrong.

Off the President's Bat

AS continued successful operation of all industries under the condition of the closed shop, would place in the hands of the labor leaders, a power over the whole people and inasmuch as these labor leaders who would possess this great power over the whole people would be elected by the members of the labor unions and not by the whole people over whom they would have almost unlimited power, the closed shop as now advocated by Gompers and others is unfair to the peoples as a whole and a menace to our Government.

I am strongly opposed to giving to the Government one iota of power more than is absolutely necessary. But if it be true, that for the protection of the laboring classes, a closed shop is necessary, then it is equally necessary that the whole people should elect those who are to direct the labor in the closed shop.

We are making much noise about the Ku Klux Klan, an organization of cowards, whose object it is to intimidate and by the force of superior numbers compel citizens to do things they would not otherwise do, but what is the difference in principle between the Klan and the labor organizations which demand the closed shop?

They both use the same methods—force—to carry out their objects and one is as immoral as the other, even if not as illegal.

The curse of a republican form of government

is that there are offered so many opportunities for obtaining power without responsibility.

The Klan is a self-elected regulator of public affairs and there should be no such thing. But what are we to expect, when in some of our most cultured communities, our best citizens organize law enforcement leagues? There is no difference between a law enforcement league, an anti-saloon league, a society for the enforcement of prohibition, and the Klan, excepting in scope. The principles of all are the same. It is merely usurped authority over public affairs without responsibility to anyone. The fundamental principles of our Government demand that all such work shall be done by the duly elected representatives of the people and not by volunteers.

And so it is with labor leaders. If we are to tolerate a condition wherein five men can paralyze the entire transportation and industry of the country, it affects the whole peoples and the whole peoples should have a right to elect those five men.

Surely no person who is honest and stands for a square deal, would argue that these five men should use their enormous power to take money out of the pockets of those who have no say in their election and put it into the pockets of those who do elect them. This is corruption and bribery of the most malignant sort.

I have the greatest sympathy for the working classes. I have always claimed to be a friend of the workingman and I hope the working classes will always look upon me as their friend. I know that things are not just right so far as the proper

distribution of wealth is concerned, but if a part of an apple be rotten, you cannot remedy the defective part by destroying the whole apple.

The closed shop will not remedy a single just grievance which the working classes have, but it is apt to ruin the country as a whole.

What the working classes should be taught is that the working classes cannot be benefited by destroying the whole Government. They tried that experiment in Russia and it has proven a most dismal failure.

Opposition to the closed shop is not so much an economic question as it is a patriotic question. The closed shop is threatening the law and order and other basic principles of Government and it is the duty of every patriotic citizen to work and work hard for the protection and preservation of his country.

It is better to be a self-made man, filled up according to God's original pattern, than to be half a man, made after some other man's pattern.

—*J. G. Holland.*

A nation cannot afford to do a mean thing.

—*Charles Sumner.*

What do I owe to my times, to my country, to my neighbors, to my friends? Such are the questions which a virtuous man ought to ask himself often.

—*Lavater.*

Willie Wiseman

"CHIEF," said Little Willie, to the Old Man, the other day when the Print Shop was calling for copy, "Willie is clean busted for a thought. Please dig down in that great well of resourcefulness of yours and hand to Willie just one little inspiration."

"You will be wanting me to write your copy for you next," was his gruff rejoinder. "But if you have nothing original in that vacuum cleaner, which serves as your head, tell them a story."

Thus was Willie inspired, so here goes for the story, which is not original, of course.

By the way of an introduction, Willie desires to announce that it is a golf story.

Golf is a game played with many balls, one at a time for each player and many sticks, one at a time for each condition of play.

Sometimes, in fact frequently, you lose a ball, but you blame that on the caddie. Sometimes you use the wrong stick (also called a club) and that is the fault of the architect who laid out the course.

The course is subdivided into eighteen holes. It was formerly nineteen, but the Constitution of the United States was amended so as to prohibit the nineteenth.

Besides playing golf with balls and sticks, it is played with etiquette, but some players forget to bring their etiquette from the locker house.

The locker house is a den of iniquity—a place where falsehood prevails; doctored accounts dominate and illegal hootch circulates.

Profanity is not a necessary adjunct to golf, but it comes in most convenient as a relief to pent up feelings. Those who do not resort to profanity in playing golf, are afflicted with indigestion and other tortuous internal ailments.

A hazard is a place on the golf course where your ball has no right to be, but where it mostly is. A hazard may be composed of almost anything but good turf.

Proper form demands that the stick used to play out of a hazard shall be the one called a niblick.

A certain Captain of Industry, who used profanity instead of etiquette in his plays, found his ball in a hazard.

The hazard was sand bottom and surrounded by high rock and on the rock some caddie had whitewashed the word, "Hell."

It is not unusual for some clubs to name their various holes and hazards.

So as this Captain of Industry walked toward his ball in the aforesaid hazard, he was emitting more than the usual explosion of epithets, not noticing that a certain Dominie was sitting on the rocks, taking it all in.

"What's that word 'Hell' mean?" asked the Captain.

"Once in, you can never get out," replied the Dominie, attracting the attention of the Captain for the first time.

"Well, I will show you," said the Captain. "Hand me my niblick."

Niblick in hand, the Captain took one good swing and the ball landed on the green within ten feet of the hole and then he turned around to the Dominie, and gave him a look, as much as to say, "That for your theology."

The Captain was killed that afternoon on his way home from the golf club and the Dominie was selected to officiate at the funeral ceremonies. He quietly tipped the undertaker off to the suggestion that it might be a good idea to put the Captain's niblick in his coffin, as he was apt to find good use for it in the next world.

Curtain!

There are many guys who by their refusal to conform to the conventionalities, draw upon themselves the very notoriety or prominence, which they assume to avoid. The following is a quotation from Moliere, which I think fits the occasion:

"We ought always to conform to the manners of the greater number, and so behave as not to draw attention to ourselves. Excess either way shocks, and every man truly wise ought to attend to this in his dress as well as language, never to be affected in anything, and follow without being in too great haste the changes of fashion."

I hope that this will hand to those chaps who insist upon never wearing the conventional formal dress at evening functions, the thought that we are onto them. They do not avoid the regulation costume for any other reason than that they hope to attain cheap notoriety.

leather from the injured man's hand, looked at it, grunted and said:

"Same old story. Those leathers get wet and hard and glossy with age and the only wonder is that there are not more accidents of this kind, because slipping is certain to occur."

"Why don't they use hand leathers which don't become hard, which are not affected by water and which never become glossy or slip?" asked the Houghton Inspector.

"There ain't no such animal," replied the Medical Officer.

The Houghton Inspector said nothing more, but the next day he asked the Medical Officer if he would try to make a VIM Hand Leather glossy and slippery and if he would compare the slipping properties of a new VIM Hand Leather with a new hand leather such as they were using.

The result was that the Medical Officer became so enthusiastic over VIM Hand Leathers that a supply was immediately put in the storeroom; the stock on hand of the old hand leathers was ordered thrown away and orders issued that only VIM Hand Leathers were to be used.

But the Houghton research did not stop here. A request was made to compare the

cost of unloading a car where the men used VIM Hand Leathers with the former cost and the saving proved to be 80 cents per car. At least they were the figures acknowledged. We believe that the saving was nearer $1.80 per car.

While we realize that the saving of hundreds of thousands of dollars by the use of Houghton Products may only be effected in the large plants, nevertheless a comparative saving may be made in the smaller plants.

The total consumption of hand leathers in the plant in question only amounted to a very small item, but the saving in safety alone was quite large, while the increased production caused by their adoption more than paid for the total cost of the leathers.

We have something over 260 varieties of products and it is impractical to call the attention of any single concern to all of the products which he may use to advantage. If we try it by mail, we find that it requires one or two letters from us a day and we would become a nuisance and no buyer considers that he has the time to listen to our sales representatives while they tell the whole story of all the Houghton Products.

This, however, is a greatly exaggerated opinion on the part of the buyer, for he must be buying competing articles elsewhere and it is a greater economy of time, to buy the maximum quantity from one house. Under such conditions the buyer and seller become better acquainted; they understand one another better; the seller has a better comprehension of the exact requirements of the buyer and gives more interest to the service; the buyer has but one ledger account and one monthly remittance to make and everything is simpler and more economical all the way through.

We have less difficulty selling the large industries than we do the small. Our list of customers is, of course, quite large. I believe that there is a total of some 35,000 satisfied users of Houghton Products in the U. S. alone, of which some 20,000 are active monthly.

The larger concerns have means of testing and can appreciate economies effected by the Houghton Products and their total is large, while with the smaller concerns the total is small and they have but few facilities for testing the economies.

A couple of years back we received a letter reading:

"I want to get on The LINE mailing list, but I must be frank and

state that I only operate a moderate size printing shop, occupying one floor and I buy my power from a central plant and, therefore, have but little use for Houghton products."

Inasmuch as the small consumer of today is the large consumer of tomorrow, he was put on the list.

Last year we sold him several of the Houghton Products.

We sold him Houghton's Absorbed Oils, which lubricated his presses and shafting as good as the lubricating oil he previously used at half the cost and eliminated all loss upon paper and printed matter from oil drip. We sold him two VIM Belts for driving the presses, which increased the capacity of each press 5% by slipping less and saved money on the type because of the belt possessing such superior elasticity. The other day he woke up and wanted to know why we could not sell him motor oil for his delivery truck and private car.

Thirty-five thousand accounts at an average of $200 each are $7,000,000 in sales per annum. We have lots of accounts which do not average $100 per year.

A chap running a laundry, wrote us:

"I am only the family washerman, but I would like to receive The LINE regularly. I can't buy any of your products, but I am willing to pay for The LINE."

The records show that he is now buying CYL-TAL, ABSORBED OILS and VIM BELTING. He never dreamed there were such products. His saving in claims made by customers for oil stains is considerable and in addition he saves the bad will which oil stains create, as he now uses his exhaust steam in his washing. Before he used CYL-TAL (a superior lubricant for steam engine cylinders) he could not do this, as the cylinder oil stained the clothes, it being impossible to remove all the cylinder oil with the separator. He has promised our salesman his next order for motor oil. He runs six delivery trucks.

However, there is no more of an obligation to buy Houghton Products because you are on The LINE mailing list than there is to make a purchase if you enter a department store. The only reason why we do not mail The LINE free to everyone who may desire it, is merely because we cannot afford to do so.

The foolish, unjust and unreasonable U. S. postal laws forbid the circulation of The LINE at the same rate as paid subscription publications, although there is no sane explanation as to why.

In other words, I could send to a paid subscription publication, the exact contents of The LINE and the Government would

carry it for one-half of what they charge me. Therefore, there is no advantage in a paid subscription, for the paid subscription rarely covers the cost of obtaining it and as seldom covers the actual cost of the paper of the publication.

I do not want the P.O. Department to carry The LINE at as low a rate as they carry the paid subscription publications, because the Government loses about $100,000,000 per year on its second-class matter. But I do claim that if I can circulate The LINE free and make it a big paying proposition at third-class postage, the paid subscription publishers should be compelled to do likewise or quit.

Therefore, we must limit the circulation of The LINE to those who are somewhere within the field of our commercial endeavors. I do not mean that the person who receives The LINE must be in a position to purchase, effect a purchase or directly recommend the purchase of the Houghton Products, but I do ask that he or she shall hold an executive position with a firm or corporation who is in a position to purchase the Houghton Products.

Proprietors, officers, executives, foremen, master mechanics, engineers, purchasing agents, chemists, metallurgists, blacksmiths,

dyers, finishers, loom fixers, etc., are the classes who are eligible.

We will not continue to mail The LINE indefinitely to firms or corporations, but must have the address of an individual connected therewith.

I don't expect any reader of The LINE to agree 100% with what I write on the editorial pages and I have lots of readers who seem to never agree with me at all so far as the editorials go.

What I write editorially has nothing whatsoever to do with these Talks, which are purely commercial and based on facts rather than opinions. It is from these Talks we must get back the cost of circulating The LINE, for which we appropriate $100,000 each year.

If you know of those who are within the scope of The LINE'S qualifications, to go on the free mailing list, it will be a favor to us if you will send in their names.

We hope with this issue for the first time since the war, to again top the 100,000 circulation mark.

There are crimes of commission and crimes of omission and it is really a crime of omission not to use HOUGHTON'S CYL-TAL rather than the old-fashioned cylinder

oil for the lubrication of the valves and cylinders of reciprocating steam engines.

It is a crime, because cylinder oil is a wasteful extravagance and we must economize on our petroleum products if our grandchildren are to have the blessings of petroleum.

It is a crime because there is very little high-grade cylinder oil produced, and the quantity is rapidly becoming less and less, and to continue to use cylinder oil merely encourages adulteration.

It is a crime, because one of the greatest factors in the production of boiler scale is the cylinder oil which acts as a binder for the earthy matter from which the scale forms and under heat cokes it to the crown sheets and other parts. The use of CYL-TAL obviates all of this sort of difficulty.

It is a crime, because it is as essential to economize on fuel as upon oil and CYL-TAL reduces the frictional resistance at the lubricated parts to such a degree as to make a decided saving in the fuel.

HOUGHTON'S CYL-TAL presents no new theory of lubrication of steam engine valves and cylinders, but on the contrary concurs with the theories accepted by the majority of the authorities.

CYL-TAL owes its virtues to the fact that it diffuses best with the steam and when thus diffused possesses the greatest affinity for hot, wet metal surfaces and when it once adheres to the lubricated parts of the interior of a steam engine, it sticks in spite of the scraping motion, the heat and the water.

CYL-TAL is not a grease, but an oil at temperature of use. As all oils are solids at the lower temperatures, CYL-TAL is solid at atmospheric temperature and in order to feed it to best advantage, it must be fed in a lubricator, the reservoir of which is heated.

We have lubricators of this type, both hydrostatic and force feed.

We sell them at cost, or rent them at a nominal cost, to users of CYL-TAL.

A rebore has never been known where CYL-TAL has been the lubricant.

Sometimes I become almost desperate at my failure to impress folks with just what VIM Leather Products are and their most decided superiority over all other leather products for mechanical purposes.

Take as an illustration VIM LEATHER PACKINGS. Leather packings are known by all sorts of names—hydraulic packings—

pneumatic packings—crimped plunger packings—plunger packings—cup packings—flange packings—cap packings—U packings—cup leathers, etc.

We once tried to create a list of leather packing users and sent a letter to each name on the list, enclosing a return postal card asking them to indicate the type of leather packings they used and we received replies from over two thousand that they did not use leather packings, whom we afterwards learned did use such packings but did not identify them by the name of leather packings.

VIM Leather Packings are better than all others and while this may rightfully be accepted as a statement of a prejudiced party, yet we have the following facts.

For twenty years we have sold VIM Leather Packings with the unrestricted guaranty that they will last twice as long as any other make and we have excepted no other make from this guaranty. Based on this guaranty we have built up a trade upon VIM Leather Packings, for high pressure work, which is larger than that of our combined competitors. As we started last, it is natural to believe that the present users of VIM, having used both, know of their own experience that VIM is the superior.

VIM Leather Belting Does not Slip

NOW a few words about VIM Leather Belting.

Wheresoever the service is such that belt slip is undesirable, then VIM Leather Belt is the best and most economical for the purpose and I except no other belting in this comparison.

But there are times when a belt must slip.

Take a trip hammer, where the belt drive is designed for an old-fashioned oak leather belt. Every instant of contact the belt must slip, because oak belt has no elasticity worth considering. If oak leather is not stretched almost dead, it stretches abnormally in service.

If the pulleys were wider, permitting of the use of wider belts, VIM Leather Belt would take care of the contact by momentarily elongating and then recoiling to its natural length the moment the abnormal strain were relieved.

Likewise with flange pulley drives. The tendency of all belting is to ride to the highest side of the pulley. VIM is so

naturally adhesive that when the edge of a VIM Belt comes in contact with the side of a flange pulley, the tendency of the non-slipping properties of the VIM Belt is to cause the belt to ride over the pulley. The remedy for this is wider flange pulleys and whensoever possible a crown on the flange pulley. A flange pulley is an abortion anyhow and ought to be avoided wherever practical and is mostly avoided in the designs of the most prominent engineers.

Don't forget that VIM Leather is the strongest fabric known. It is stronger and more durable in every way when subjected to heat than vegetable fibers, up to approximately 212° Fahr.

And gaskets for water, gas or chemical made of VIM Leather, not subject to a higher temperature than approximately the boiling point of water, will show remarkable length of service.

CHAS. E. CARPENTER,

President.

E. F. HOUGHTON & COMPANY

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JAPAN Yamatake & Co., 7-C Marunouchi, Tokyo

Why did they put the water so close to the land as to make it possible for folks to fall overboard and drown?

Commerce R: 82.

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The HOUGHTON LINE

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REG. U. S. PAT. OFF.

VOLUME XXX
NUMBER FOUR
OCTOBER 1923

Democracy Nit

A
MODERN
LINE
OF
THOUGHT

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The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/-per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisements are facts.

Established 1865

E. F. HOUGHTON & COMPANY

P. O. Box 6913

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

I WANT it distinctly understood that I do not personally know whether the best quality of vegetable tanned leather belting may only be made from leather tanned by the old-fashioned, slow, oak bark process. All I know is what I have been told.

I am not sufficiently familiar with vegetable tannage to be competent to express an opinion.

I do know positively (and this statement will not be questioned) that the poorest quality of leather belt possible to produce may be made from leather tanned by a combination of vegetable tanning materials.

Four months have now elapsed since I felt it was my duty to call attention to the fact that, although the members of The Leather Belting Exchange were representing through their printed matter and salesmen that first quality leather belting could be manufactured only from leather tanned by the old-fashioned, slow, oak bark process,

The Exchange itself officially collaborated with the United States Bureau of Standards in the preparation of Specification 37, which specifies: "The hides shall be tanned with oak bark, or a combination of vegetable tanning materials."

Old King Tut has not been more silent, as to this exposure, than has The Exchange officially, but it seems that the members of The Exchange individually and The Exchange officially, are two very distinct propositions, for if rumor of a substantial nature may be depended upon at all, The Exchange members individually, through their salesmen and officials, have been commenting quite a bit on my exposure.

Space will not permit me to quote all of these comments, or would it be fair to quote those which were not more or less substantially confirmed, but just for the sport of it, I'll quote a few and my replies thereto.

An official of a company which is a member of The Leather Belting Exchange, is alleged to have said, "The Leather Belting Exchange is a dignified body and proposes to retain its dignity." My reply to that is, "Dignity without truth is counterfeit."

A salesman, representing a member of The Exchange, said, "Carpenter made that exposure solely to obtain notoriety for himself, and The Exchange is not going to be fool enough to fall into the trap and aid his object by making a reply." My reply to this is, "The belting users desire to know and are entitled to know whether the statements made in the Catalogs of the individual members of The Exchange, or Specification 37, prepared by collaboration of The Exchange and the United States Bureau of Standards and officially approved by The Exchange, are true; that they can't both be true is self-evident."

If The Exchange cannot give the public this information without giving me notoriety, those in charge of the publicity for The Exchange must be imbeciles. All that is required from The Exchange is a frank statement as to which the belt-using public is to believe, the private literature of the members of The Exchange or Specification 37, and this information may be given without the slightest reference to either myself or my article.

A branch manager for a member of The Exchange is alleged to have stated, "The Exchange includes some of the largest

manufacturers of leather belting in the United States and The Exchange stands high in the general opinion of the belt buyer." My reply to this is, "The honesty and integrity of a corporation are independent of its magnitude. The Exchange does not stand high in the general opinion of the belt buyer. The Exchange was pronounced an illegal combination in restraint of trade by the Attorney General of the United States."

A number of belt buyers are already refusing to buy from any member of The Exchange; only 33 of a total of 209 leather belting manufacturers are members of The Exchange, and, therefore, any claim on the part of The Exchange that it has a right to speak for the leather belting trade is misrepresentation and mere impertinence.

Although there are 33 leather belting manufacturers listed as members of The Leather Belting Exchange, it is common gossip and general rumor that a substantial number of those concerns listed are either owned or controlled by one of the other members. If this be true, the listing of their names as separate and distinct members is a surreptitious attempt to deceive the public as to the membership

and a reflection upon the integrity of The Exchange itself.

I do not know whether or not the general opinion of the leather belting user is as yet such as would cause membership in The Leather Belting Exchange to be a disgrace to the members, but I do know that so far as the leather belt manufacturers of the United States are concerned, The Leather Belting Exchange is a discredited body.

There can be no possible doubt about the injury which The Leather Belting Exchange is doing the leather belting trade and there are many proofs of this injury, but inasmuch as The Exchange believes that the Department of Commerce is the proper party with whom to collaborate in the preparation of specifications of first quality leather belting, surely I am most consistently in line with the policy of The Exchange if I quote that same Department of Commerce.

I hold in my hand a pamphlet entitled:

United States Department of Commerce

Supplement to

COMMERCE

REPORTS

Published by the BUREAU OF FOREIGN AND DOMESTIC COMMERCE, by H. C. MacLean, American Commercial Attache, Rome, on page 4 of which pamphlet is the following: "It is said that one of the reasons why American belting does not have a better reputation in Italy is the fact that the leather is tanned almost exclusively by a rapid process, which, it is claimed, reduces its wearing qualities."

This is a United States Government Report of the opinion which is generally possessed by a foreign country, on leather belting manufactured in the United States.

If the old-fashioned, slow, oak bark process is the best process for vegetable tanned belt leather, as claimed by the members of The Exchange individually, then in the name of the leather belt trade of the United States, let's have the fact established, and if it is not, then let us come out boldly and expose the myth; but in the name of honesty, decency and reputation, don't let us say to the United States Government and an exclusive class of buyers who may be induced to accept Specification 37, "a combination of vegetable tanning materials" will produce leather from which first quality leather belting is

manufactured, and to the trusting buyer, "First quality leather belting can only be made by the old-fashioned, slow process of tannage."

My advice, as a friend, to The Exchange is this: No matter what reply you may make to my exposure, you cannot appear in a worse light than you now do in the eyes of the belting user.

As it looks as though I might have considerable space in this issue, suppose we consider some of the main features in Specification 37. For this purpose I shall quote the Specification in script.

"1. *These specifications are for use as the basis of purchase for miscellaneous sizes, single and double ply, of first quality vegetable tanned (so-called oak tanned) leather belting for general use.*"

Attention is called to the fact that "first quality" is specified. That is the troublesome Ethiopian in the woodpile. The fact that the Bureau does not have very much confidence in the oak bark process, is shown by the fact that that process is referred to parenthetically as "so-called oak tanned." Why The Leather Belting Exchange, which advertises far and wide that it is devoting much time and spending much money in

scientific research, should accept this unmistakable reflection on the integrity of the oak process, which process is featured individually by its members, and why The Exchange should give it its official approval over the signature of its Secretary, is what the belt user would like to have explained.

"2. *All belting leather shall be made from green salted hides.* . . . . . ."

I submit that after the hide is tanned, there is no way of ascertaining as to whether it was green salted or dry.

"4. *Stuffing.—Animal oils and greases shall be used for stuffing the leather, or a mixture of these and mineral oils in such proportion as will provide maximum strength and pliability.*"

To one well-versed in the manufacture of belting leather and the oils and greases employed in the stuffing of that leather, this specification when taken in connection with later specifications, has the appearance of charlatanism.

For instance, this specification specifies that the oils and greases used in the stuffing shall be limited to those which will provide the "maximum strength and pliability."

Yet in no part of Specification 37 is either the maximum strength or pliability defined, pliability being one of the most important properties.

The question, therefore, which presents itself to the belting manufacturer in attempting to comply with the Specification is, "What is the maximum strength and pliability?"

In specifying that animal oils and greases shall be used in the stuffing, which however may be mixed with mineral oils, they again create a useless specification, for under such a specification the poorest quality stuffing grease could be used. This was evidently realized, for under the classification of "B. Chemical Tests," Specification 37 reads:

"*The stuffing content shall not exceed* 18 *per cent. nor be less than* 8 *per cent. of the weight of the finished leather. The currying mixture shall not contain more than* 35 *per cent. of unsaponifiable matter.*"

This permits the use of 18% of stuffing compound, which stuffing compound may contain 35% of unsaponifiable matter. But the very poorest quality of stuffing compound may be made to meet such specifications and a decidedly superior compound may be made to contain more than 35%

unsaponifiable matter. If the belting meets the specifications for physical test, what difference does it make as to how the leather belting manufacturer makes his belt to meet such specifications?

The most important property possessed by a stuffing compound is entirely ignored in these Specifications, and that is the property of the compound to stay put.

Vegetable tanned leather is short fibered and in the process of tannage the hide absorbs the fine bark pigment from the tan liquor. This is what imparts to the leather the tan color which is in reality a dye received in the tanning process, the natural color of the hide being a greenish gray. The belt maker, in his currying process, aims to scour this pigment from the leather, but it is only practical to remove a limited amount.

You have perhaps frequently noticed in trunks, bags, straps and other leather goods, where an attempt has been made to produce a leather of handsome appearance, that in a short time they appear to lose their strength and in your opinion the leather has become rotten. This is due purely to the fact that the currier's compound—the rot preventive—has gone out of the leather and an

examination of the leather will show that the fibers are dry.

Likewise with vegetable tanned belting leather. The moment it loses its currying compound, it becomes lifeless and rotten. This may be modified by the use of belt dressing, but that is a relief rather than a cure. The friction of the belting on the pulley tends to bring to the surface of the belt its currying compound, which is evaporated and gradually the surface of the belt glosses, slip increases and the belt is done. Some currying compounds will hold their places in the pores of the leather better than others. Some are almost impossible of evaporation, excepting under conditions of high temperature, such as is caused by abnormal slip.

It is self-evident that those responsible for these Specifications realized that the currying compound was an important factor, and, therefore, attempted in a feeble way, to provide against inferior products, but they failed most miserably to accomplish anything worth while. In limiting the amount of saponifiable matter, they evidently had in mind the limiting of crystalline, paraffine wax, a product which adds no strength to the leather, but the

way is left wide open for the use of fleshing and other inferior animal greases, which are possessed of high saponifiable content, while some of the amorphous strength giving products from petroleum, not saponifiable, and wool grease are limited. In all, this is a most amateurish Specification.

"5. *Adulteration.—The use of Epsom salts, glucose, barium chloride, or other materials for weighting the leather is prohibited.*"

But suppose "other materials" are used and the user claims that they are not used for weighting, who settles the dispute?

"6. *Stretching.—All leather after stuffing shall be thoroughly stretched while still damp and left under tension until dry.*"

What is damp? What is dry? What is tension? If dry means the absence of moisture content, this Specification specifies the impractical. Leather coming off the stretchers will contain from 2% to 3% moisture. Unless the moisture content is specified, this Specification means nothing. Neither does "thoroughly stretched" mean anything, unless it means that the leather is stretched "dead."

Continued on page XIII

The HOUGHTON LINE

REG. U. S. PAT. OFF.

OCTOBER 1923

VOLUME XXX NUMBER IV

Line Logic

Lord Curzon seems to have a very sensitive oil factory nerve.

An international race for oil will never be popular with the losers.

No system of government will work unless the people do.

Public indignation may come and public indignation may go but lobbying goes on forever.

Germany seems to be continually in difficulty over a scrap of paper. Look at the mark.

The fallacy of expert figures is shown in a recent expert statement that 15% of the population plays golf. That is not true, even of the golfers.

From the prohibition agitation it looks as if public sentiment were against public sentiment.

Green has a quieting effect on the nerves, especially if it is long.

It is all very well to tell your wife everything, but it is better to tell her first.

All ships are being rapidly converted to oil. Even statesmanship.

Now that Rockefeller aid has been withdrawn from the Anti-Saloon League, the League has a chance to become popular.

The best evidence that money is not wealth is the fact that Russia and Germany seem to have the most money.

America stands alone as the only nation that got what it wanted out of the war. She said she wanted nothing and that is what she got.

We respectfully suggest that we have the two existing parties explained to us, before the question is complicated by a third.

England will never discover our foreign policy by sending statesmen over. Scotland Yard men would be more successful.

Democracy Nit

WHENSOEVER one finds that one's country is at war, one must be for one's country, right or wrong.

That is the price which one must pay for being a citizen of a country and it is a cheap skate who declines to pay the price.

It is all very well to have opinions at variance with the laws and customs of your country in times of peace. I cannot agree that there should be no protest against existing laws in times of peace. Such a theory must be un-American, for the American Government was founded on protest against then existing laws. Surely what made for our independence and was right in 1776, cannot be wrong today.

But in times of war these individual opinions, whether economic, political or religious, must be set aside, for otherwise we could not present a united people against a common foe.

This is something which seems to be very difficult for those to understand, who are protesting against the continued incarceration of those who insisted on placing their individual opinions above those of the Government in times of War. Those folks were not imprisoned for the possession of those opinions; they are in the pen because they were not sufficiently patriotic to subdue those individual opinions during a period when the conditions of war demanded that there should be but one opinion and by their lack of patriotism they put into hazard the lives of our

boys; increased the cost of the War and made the War more difficult to win.

A man may be a confirmed communist and believe that he has a common right to all property and that the ownership of individual wealth is a crime, but if he undertakes to carry out his opinions at the point of a gun, we imprison him as a bandit, in spite of his plea that he was a conscientious objector to the possession of wealth by individuals.

Therefore, when it came to pass that our wisest of all college bred presidents, sent forth the edict that the World's War was being waged "To make the World safe for Democracy," I kept quiet and did not slacken in my patriotism, although the President could not have framed a phrase with which it would have been possible for me to be more out of accord than this "To-make-the-World-safe-for-Democracy" stuff.

I detest a Democracy and everything for which it stands and so did the framers of the Constitution of the United States. The founders of the United States worked for long, weary months to guard against the United States becoming a Democracy and the Constitution—that, at one time much reverenced document—particularly provides that the United States shall not be a Democracy.

But I said nothing. I had been telling the Russelites and the other ites to shut up and turn in and help win the War and bring out their isms after the War was won, and I practiced what I preached.

But I take it that the War being over and the President, who was responsible for the catch-

the-soldiers phrase, having been overwhelmingly discredited the World over, it is about time for me to get my protest out of my system.

It should be remembered that when government was new, it was naturally experimental and with increased learning on the part of the people and new problems accruing because of increased population and inventions, government continued to be experimental up until the adoption of the Constitution of the United States in 1789.

Previous to that time all governments had been experimental failures to the extent that they were not satisfactory to the governed.

Governments, previous to that time, alternated from the rule of the mob to the rule of the Czar, each government changing from one extreme to the other with each revolution, as has Russia in our present day.

Of course, we know that there can be no such thing as a Democracy, excepting in theory. The Russian Soviet Government is called "Democracy," but in actuality we know that it is merely a name used to disguise the most absolute demagogy with which any peoples have ever been cursed.

With the formation of the United States of America and the adoption of the Constitution, we began to make real progress; to solve problems before considered unsolvable; to baffle philosophers, statesmen and other experts who are always proving that the thing cannot be done which is being done.

The American people radiated the lights of a new era of hope, progress, justice and common

sense governmental practices all over the World and at the same time rapidly forged forward, until our Country soon occupied the position of one of the leading nations of the World.

But this was under a governmental form which was shrewdly and wisely formed, so that it should not be tainted with Democracy.

Then we began to slip and get into trouble.

The politicians, to obtain votes, began to cater to the mob.

We were not to be mob ruled exactly, but then the mob was to be satisfied, for the mob vote was important on election day.

The functioning powers of the Government, delegated by the Constitution, to the judicial, legislative and executive departments, have of late years been delegated to commissions and boards and various other governmental agencies. The buck was passed so as to avoid responsibility to the electorate and thus the entire scheme of the Constitution was nullified.

What was done in the Federal Government was imitated more or less in the state governments, until today they have so many boards and commissions in the State of Pennsylvania, doing things which the duly elected executives, legislators and judiciary should do, that one becomes confused. And all this is to please the mob.

I have heard it stated that from 1903 until 1923 the expenses of nearly every State in the Union have been increased over fourfold and the increase is largely due to the fact that those

elected no longer do that which the State Constitutions (mostly copied from the Federal Constitution) intended them to do.

In plain words, we have been drifting and drifting; in fact, I suspect that there is a hidden motor somewhere, which is taking us further and further from the Republic which our wise forefathers intended should make for our permanent progress. And just as we have drifted, have we become dissatisfied.

The Soviet Republic (referring to the Russian government of the demagogue) originally planned to be a Democracy, is a deliberate attempt on the part of the Soviet propagandist to cheat the World. They are infringing on the trade-marks of others and selling goods under false pretense.

One could as appropriately refer to velocity as a new property of rest.

Madison in *The Federalist,* said:

"Hence it is that such democracies have ever been spectacles of turbulence and contention; have ever been found incompatible with personal security or the rights of property, and have in general been as short in their lives as they have been violent in their deaths. Theoretic politicians, who have patronized this species of government, have erroneously supposed that by reducing mankind to a perfect equality in their political rights, they would, at the same time be perfectly equalized and assimilated in their professions, their opinions and their passions. . . . A

republic, by which I mean a government in which the scheme of representation takes place, opens a different prospect, and promises the cure for which we are seeking. . . . The two great points of difference between a democracy and a *republic* are, first, the delegation of the government, in the latter, to a small number of citizens elected by the rest; secondly, the greater number of citizens and extent of territory which may be brought within the compass of republican than of democratic government. . . . The effect of the first difference is, on the one hand, to refine and enlarge the public views, by passing them through the medium of a chosen body of citizens, whose wisdom may best discern the true interest of their country, and whose patriotism and love of justice will be least likely to sacrifice it to temporary or partial considerations. Under such a regulation it may well happen that the public voice, pronounced by the representatives of the people, will be more consonant to the public good than if pronounced by the people themselves, convened for the purpose. . . . Hence, it clearly appears that the same advantage which a *republic* has over a democracy consists in the substitution of representatives whose enlightened views and virtuous sentiments render them superior to local prejudices and to schemes of injustice. . . . In fine, it consists in the greater obstacles opposed to the concert and accomplishment of the secret wishes of an unjust and interested majority. . . . If we resort for a criterion to the different principles on which different forms of government are established, we may define a *republic* to be, or at least may bestow that

name on, a government which derives all its powers directly or indirectly from the great body of the people, and is administered by persons holding their offices during pleasure, for a limited period, or during good behavior. . . . The true distinction between these forms is that in a democracy the prople meet and exercise the government in person. In a *republic* they assemble and administer it by their representative agents. . . . The first question that offers itself is whether the general form and aspect of the government be strictly republican? It is evident that no other form would be reconcilable with the genius of the American people."

As I see it, the so-called present day Democracy is a form of government in which some absolute ruler tells the people what to say and then gives them the privilege of saying it.

It is not true that we have outgrown the Constitution; it is not true that a Republic is no longer good. When a Republic ceases to be good, it has ceased to be a Republic and becomes an autocracy or a Democracy, the difference between the two being that one is worse than the other.

In the classification of forms of government, Democracy is one extreme and autocracy is the other.

In his magnificent little book entitled, "Back to the Republic," which I have alongside of me on the Yacht, as I type this copy, Mr. Harry F. Atwood gives the following table of classification:

Extreme	*Golden Mean*	*Extreme*
Autocracy	REPUBLIC	Democracy
Tyrants	Statesmen	Demagogues
Bondage	Liberty	License
Oppression	Reason	Impulse
Arbitrariness	Arbitration	Agitation
Submission	Contentment	Discontent
Coercion	Justice	Anarchy
Reaction	Progress	Chaos
Feudalism	Property rights	Socialism

Democracy is insanity in government and, of course, there can be no permanently insane government. There can be and there has been autocracy, but there never can be Democracy, excepting in name. Democracy once decided upon, immediately places autocratic power in the hands of some one leader or group of leaders, as it has in Russia, where the people always ask, "What does Trotzky think?" before they will answer an inquiry as to what they think.

Because the ignorant blindly follow a leader is no evidence of the existence of a Democracy. Sheep will follow the shepherd; ducks will follow their leader; but that does not prove that each individual sheep or duck had a voice in the selection of his leader, or the objective point to which he was led.

By the way, Mr. Harry Atwood's book, "Back to the Republic," the best I have ever read on this subject, is published by Laird & Lee, Inc., of Chicago.

I suppose copies are still obtainable. Some good reader of The LINE sent me mine and I

hope my Secretary acknowledged receipt of it. If not I desire to do so now, with thanks, for I have read it three times. Take it from me, it is a "peacherina."

Mr. Atwood goes on to demonstrate, in his book, that government, like everything else, to be successful, must not be extreme. He uses the term "Golden Mean," and shows that we must be as moderate with government as we are in all other walks of life.

If we could only in some way teach those well-intending reformers this lesson of the "Golden Mean"—the lesson of moderation in government.

Nothing seems to have brought out the general misconception of government of late years so much as Amendment XVIII. "It is the law; it is to be obeyed; it is not to be disputed; verily it is the law," is the interpretation which the reformer puts on it, but he overlooks the fact that laws are intended to aid in the government of the people and that government of the people is a very complex proposition. That revolutions, rebellions, untold suffering, waste, and hate have all been caused by forcing a law upon an unwilling people and that those who are wise in government never permit a law to be enacted which is unpopular and that unpopular laws have always been the beginning of all revolutions.

An unpopular law may have the most virtuous intentions, but it defeats its own purpose.

I do not claim that there is going to be a revolution over the Volstead Law. But I do

claim that the Volstead Law has given the enemies of the present form of government more munition with which to create dissatisfaction, than any other half dozen events of recent years.

It was not the dumping of the tea into the Boston harbor that caused the American Revolution; it was not the firing on Fort Sumter which caused the American Rebellion; it was not the blowing up of the "Maine" that caused our War with Spain, and it was not the assassination of an heir apparent which caused the World's War. These events were merely the "last straws." The Wars were the result of a long series of previous dissatisfaction, which culminated in these final events.

They say, a "spark will start a revolution," but the spark must have the powder of long dissatisfaction to ignite it, or there can be no revolution.

The way to prevent revolution is to prevent every possible cause of making even a substantial minority dissatisfied.

There is, of course, a great difference between the morality of the man who deliberately places dynamite under a building for the purpose of blowing it up and the man who causes a building to blow up because of his carelessness with dynamite, but the effect and injury are the same.

And so it is that there may be a difference between the paid Soviet propagandist, who is scattering the seeds of dissatisfaction in American institutions and the Prohibitionist who in his blindness to everything excepting his own par-

One in Fifty

An Advertisement by

CHAS. E. CARPENTER

One in Fifty

THIS issue of The LINE should top the 100,000 mark. It is difficult to estimate the number of readers, but for some reason we have always allowed two readers for each copy, although I do not know by what basis of reasoning we arrived at this conclusion.

We did make an investigation some time back and found that The LINE averaged two numbers to one plant. That is to say, the circulation of 100,000 would cover 50,000 plants, there being an average of two copies going to each plant.

We now have approximately 1,000 satisfied users of HOUGHTON'S ABSORBED OILS and taking it for granted that each user is a plant where The LINE circulates, we have 1 in 50, or 2% of the plants already using this most popular of all lubricants.

This may seem a small percentage to you, but according to statistics of sales campaigns for this sort of material, it is second, with a promise that in the next ninety days it will become first. But the figures 1 in 50 do not indicate the real story, because naturally we applied our greatest sales effort at first to the largest

plants and, therefore, this 2% of the plants represents decidedly more than 2% of the volume.

But notwithstanding the fact that the figures show high in the average of such sales campaigns, 2% is really a small proportion, and the natural wonder is, if 2% adopted these lubricants, why did not more?

And the answer to that question is that we are all the victims of habit and dislike the bother of changing.

Each reader reads what we have to say about HOUGHTON'S ABSORBED OILS, concludes that they must be first-class and mentally determines that sooner or later he will try them, and then keeps right on postponing doing so, just as one is apt to postpone going to the dentist.

If it so happens that when a reader is in a somewhat receptive mood, one of the Houghton salesmen happens along and argues the question, the test is usually agreed to, but this process of having the salesman close every trial order is necessarily limited and slow.

HOUGHTON'S ABSORBED OILS are going to be tried by you sooner or later, so why not make it sooner?

Suppose that our claims for economic benefits obtainable by the use of HOUGHTON'S ABSORBED OILS are absolutely

true, which they are, and you wait several years before obtaining these benefits, you lose what you might have had in the meantime.

It is an old and very true axiom in manufacturing to "Adopt every economic machine or process as soon after being satisfied of its economy as possible."

It costs nothing to try HOUGHTON'S ABSORBED OILS and it really is no bother to test them. They will cut the cost of lubrication in half. They will obviate all difficulty from drip, doing away with all oil stains and reducing the fire hazard.

As the economy of the use of HOUGHTON'S ABSORBED OILS is accomplished by doing away with all waste and as the supply of lubricating oils is becoming exhausted rapidly, don't you think it is a duty which you owe to posterity to help stop the present waste?

Your first step toward adopting HOUGHTON'S ABSORBED OILS is merely to fill out the enclosed postal and mail it.

CHAS. E. CARPENTER,
President.

ticular object, carelessly causes more dissatisfaction than the Soviet emissary, but the effect is just the same.

Government is not new.

The Constitution of the United States solved the problem of years.

But there are those who never are satisfied to let well enough alone.

The real duty of the World today is to make it unsafe for Democracy.

The value of a dollar is to buy just things; a dollar goes on increasing in value with all the genius and all the virtue of the world. A dollar in a university is worth more than a dollar in a jail; in a temperate, schooled, law-abiding community than in some sink of crime, where dice, knives and arsenic are in constant play.

—*Emerson.*

THE PROFESSOR

To publish all the things he knew
A hundred volumes took;
And yet he did not know enough
To fill a pocketbook.

—*Michigan Gargoyle.*

Piety does not mean that a man should make a sour face about things, and refuse to enjoy in moderation what his Maker has given him.

—*Carlyle.*

Society's Pest

THE man about whom I am going to write, is no imaginary personage, concocted for the purpose of making this article possible.

He lives, breathes, and is a Philadelphia manufacturer.

He is as certain that he is the very best man in the whole City, as he is certain that he is infallible.

On Saturday night every member of his household must prepare for keeping the Sabbath holy.

All toys, games and other amusements must be put out of sight; all books other than the Bible and those books which pertain to the Sunday school lessons, must be laid aside.

Shoes must be polished, clothes brushed, and all cooking possible for the Sunday meals must be performed on Saturday.

Three times on Sunday may he be seen, with Bible in hand, a frock coat, and a stern, solemn face, walking from his residence to Church.

All of which is his business and none of mine and all of which is most admirable and does no one harm, but like unto all extremes, it sets an example for an ideal.

This man never did anyone any harm by such behavior and the community could stand a greater number.

BUT, he wants to compel, by force, every other citizen to become just such a man as he is.

He forgets that he is what he is by choice and not by compulsion. He, in his zealousness would compel all other men to be that which he himself had the privilege of choosing to be.

The Society of Friends is as noble and pious a sect as has ever existed, and Friends are, to my liberal way of thinking, extremists, but no one ever heard of a Quaker trying to compel, by law, all other folks to do as the Quakers do.

This man is naturally associated with all reform movements.

If the politicians who want to put the ins out and the outs in, by masquerading as reformers, desire to veneer their movement with a religious tint, they invite him to become chairman of their movement. Naturally, he is very vain and like all men afflicted with the disease of vanity, falls easy prey to those who will flatter him. No Sunday newspaper is permitted in his house and he once abruptly and rudely demanded of me that I should either desist from reading the Sunday paper at the breakfast table, or suffer the penalty of having him excuse himself and take a seat at another table. Of course, I lost the pleasure of his company.

He is charitable to all persons or movements which are consistent with his views, but stern and uncharitable to all else.

Now what I am trying to get at is this:

Is this man right?

Somehow I have gathered the opinion that Christ taught mankind the first duty of all men was usefulness to their fellow men.

Does this sort of man get anywhere in benefiting his fellow man?

He undoubtedly deserves to go to Heaven and will no doubt be rewarded in the next World for his piety in this. But is it not selfish for a man to live a life which has for its object merely the winning of a reward for himself in the next?

It may be said, with perfect truthfulness, that his object is to aid others to go to Heaven, by compelling them to do that which will get them there, but which they will not do by choice. That's his object, all right, but does he accomplish anything?

Christ was tolerant and charitable to all, to the erring woman as well as to his most devout Disciple. Christ's life was against force. Christ's teachings were an appeal to folks to CHOOSE Godliness.

I am inclined to believe that men like this are a menace rather than a help to their fellow men and yet, somehow, I cannot present evidence to prove my opinion.

Is it not odd that two human beings should be as directly opposite in their viewpoints as this man and myself.

However, I claim one virtue which he does not possess. I am more than willing to permit him to lead his life as he chooses and to admit that he may do some good, but he wants to compel me to live his life and refuses to admit that I am any good on Earth.

Gentlemen of the Jury, the case is for you to decide.

What Do We Want?

WHEN prices went soaring sky high, many folks (you will notice that I do not say everyone) yelled themselves black in the face for lower prices.

When prices came tumbling down, everyone (you will notice that I now do say everyone) prayed as they never prayed before for something to stop the downward slump.

When many years ago the Standard Oil Company aimed to monopolize the petroleum business, by furnishing to the Public petroleum products at prices so low that competition was supposed to be impossible, the Public, always blinder than justice, raised such a howl that justice in her blindness, stepped in and dissolved the Standard Oil Trust, and since then the Public has been paying the bill.

As I am one of the so-called "Independents" who suffered from the fact that I had not the strength to compete with the Standard Oil Trust, that was, I cannot be called a prejudiced party in favor of the Standard Oil Company. But then as now, I could never understand what the Public had of which to complain.

John D. Rockefeller aimed to do precisely what Ford is boasting he is doing today—serve the Public by making something better and cheaper than anyone else.

But it seems that the Public has learned a lesson since the governmental persecution of Rockefeller, for instead of condemning Ford for

doing precisely what Rockefeller was doing, they now propose to make Ford President.

Well, it is some satisfaction to know that the Public can learn by experience if in no other way.

But, condemn Rockefeller as you may, Rockefeller has always paid his own way; asked nothing from the Public, and taken what was handed to him without a word of complaint and is today, to my way of thinking, the greatest man the World ever produced at any time or any place. And my opinion is not merely based on the fact that he was such a great success in his commercial undertakings, but rather that he has been such a great success in his desires that his wealth—meaning his power—shall do the greatest possible good for the entire World, in the most economical manner and through it all preserve for himself a dignified modesty.

But what about our most virtuous friends, the farmers?

The one great cry of Public Opinion is that food is too high. Perhaps the Public is right, but it is always an even bet that Public Opinion is wrong, as proven by the fact that Public Opinion is like unto the feminine sex—it reserves the right to change its mind overnight.

Friends and enemies of monopolies, combinations and conspiracies in restraint of trade must surely pause in admiration of the scheme of Gray Silver (no relation to Wm. J. B.), Washington Representative of the American Farm Bureau Federation, who modestly proposes:

That the Secretary of Agriculture urge the President to advise farmers to withhold 200,000,000 bushels of wheat from the market this year and to finance it through the intermediate credit and warehousing system.

The intermediate credit system operates on capital supplied by the Government which may be supplemented by the proceeds of sales of bonds to the Public. Thus the consuming Public is asked to supply the funds to finance wheat withheld from the market that the price may be run up from 75 or 80 cents to $1.40 or $1.50 a bushel. The figures are Mr. Silver's.

If the Standard Oil group had proposed such a thing, they would have been forthwith fined an amount greater than the German war indemnity and each official of the Company sent to jail for a longer period than old King Tut remained in his tomb.

If you or I happen to hand a buyer a good cigar or ask him to dine with us at—well I don't know any good place to dine nowadays—the Federal Trade Commission will cite us for "questionable business practices," but the poor innocent rube, the hayseed, the supposed victim of the green goods and gold brick game, pull this stuff brazenly. They most innocently propose to raise the price of foodstuffs on the Public and tax the Public for the funds with which to do it, and nobody says a word.

Ain't it awful, Mabel?

Off the President's Bat

SO far as I can see it, Organized Labor, as at present conducted, has not one sound argument in favor of its existence.

Whatsoever arguments and reasons might have been given in favor of Organized Labor and the necessity for its existence at one time, do not apply to the present day situation.

You know this and I know it, but does the laboring man who works for you know it?

If he does not know it, whose fault is it?

What honest attempt have you made to give your laboring folks the real, honest-to-God truth concerning the labor question?

You issued a circular once.

Fine!

But how many circulars did you issue to your present and prospective customers to cause them to be intelligent on the subject of your products?

Did you stop with one?

If you are up-to-date, you have kept everlastingly at your trade, with printed and verbal arguments.

And we are not going to get anywhere until the employer keeps everlastingly at the task of educating his working people to the truths regarding labor.

So long as your employees desire knowledge on the subject and the only information which they are enabled to obtain comes from those who make a living misinforming the laboring class, you must not blame your employees if they accept, the only information they are enabled to obtain, as truth.

Labor unions and radical organizations put out literature by the ton. How much literature do the employers and the conservatives put out?

You have got to fight like with like and the devil with the devil's weapons.

Don't fool yourself into believing that the working folks cannot be influenced by printed matter. They are influenced against the employer by printed matter and they may be influenced in his favor the same way.

Every pay envelope should contain a message worth while to the recipient thereof.

Organized Labor is in disrepute because of its many sins and now that it is on the run, it should never again be permitted to be upon the offensive.

So send messages of truth and encouragement to your working force.

Send them through your foremen.

Send them in the shape of written messages.

If you have not within your own organization the proper talent to pen the proper sort of written message, such talent may be obtained elsewhere. In fact, there are organizations who specialize on doing this sort of work and I have

been thinking seriously of taking up that sort of writing myself.

When I stop to think of the enormous amounts lost by labor disputes, due to no other reason than that the labor agitator has been permitted by the employer to have the field to himself, I lose all patience with things and feel willing to do almost anything that will help.

The average man can sew on a button better than the average woman can sharpen a pencil.

If you are in doubt as to whether a girl loves you or not, you might try to squeeze it out of her.

According to the *Syracuse Orange Peel*, the three wise men were Stop, Look and Listen.

The great question of the day is, what will the bootleggers sell in the place of tobacco when the reformers have prohibited the use of tobacco?

As we are amending everything else why not amend the marriage ceremony ritual to read, "For more or less," instead of "For better or for worse."

Women go gadding about so much nowadays that about half of them are seldom home. Some don't even stay home when they are giving birth to children, they are either at Mother's, the Hospital, or some other old place.

Willie Wiseman

FAR be it from Little Willie to try to kick for a goal at an impossible distance, but even though Willie realizes that it is impossible to convince some folks of plain everyday facts, Willie nevertheless would like to try for just one goal on those who insist on misunderstanding The LINE and its objects.

The LINE may furnish food for thought, but it is neither food nor drink to the physical system and is therefore not necessary. If you receive The LINE occasionally, it is because there have been a few copies left over and the circulation department is in hopes you will send in your subscription, which will cost you nothing but the effort and postage. If you receive The LINE regularly, it is because you or someone else has placed your name on the mailing list and you may have it taken off by request.

The contents are simply the Old Man's individual thoughts. He is merely one of us. The rest of us may or may not agree. Some of our best customers won't read The LINE. Some who never buy anything from us read it regularly. No one was ever known to agree with all of the Old Man's thoughts. There have been those who never agree with anything he ever wrote.

The LINE is not a plaything, but a proposition for which the Board of Directors appropriate $100,000 annually.

The copy is prepared and The LINE finished in every detail within our own establishment. The Print Shop includes three large cylinder

presses, three job presses, one embossing press, one folder, one Monotype outfit, paper cutters, self-feeders, binding machinery, and all that sort of thing, inventoried at approximately $65,000.

Of course the Print Shop does all the printing for the Company, which includes a monthly magazine to the entire organization, devoted to the relations between employer and employee, inside news, etc.; VIM, a monthly publication which goes exclusively to the sales force and which pertains to sales topics, largely of a technical nature and weekly Confidential Letters to Sales Agents.

The Print Shop also prints all of the technical works edited by the Houghton Research Staff, as well as the literature descriptive of the Houghton Products.

The thought which Little Willie desires to get beneath the covering of each individual's bean is that The LINE is not a trifle, a hobby, or a plaything, but a serious business, necessitating a Near Editor who produces the original copy, a literary secretary to the Near Editor whose most difficult task is to keep the Near Editor out of jail; a proof reader; a circulation manager; four circulation clerks; list clerks, addressers, as well as an Advertising Manager and the Print Shop organization.

The greatest circulation attained by The LINE was in the Spring of 1915 when it was 105,000 per month. This fell to 42,000 during the War, owing to many changes in addresses on the part of the subscribers. We hope to reach the 105,000 mark again before the end of 1923. This issue will run well over 95,000.

"8. *Cutting.—All strips shall be cut from the center portion of the hide, at such distance from the back-bone as to include only firm stock, and to exclude second quality leather.*"

As "second quality leather" is not defined, this Specification means nothing.

"9. *Length.—No sectional strip shall be more than* 54" *in length, including the lap. The minimum length of any strip shall be* 36" *including the lap, excepting that in double belts one-eighth of the total number of pieces may be between* 20" *and* 36," *provided that these short pieces shall not occur consecutively.*"

It must be self-evident that if a chain is as strong as its weakest link, a belt must be as good as its poorest part. It must also be self-evident that the fewer the number of pieces in a belt, the better the quality of the belt. In the Specification above quoted, an attempt is made to limit the length of the pieces so as to prevent cutting into the shoulder, but in so doing, the use of the very best quality of hide possible to put into vegetable tanned leather belting, is eliminated and I refer to the spready French hides, known as Paris City and their equivalent, from which strips 60" or longer may be cut without cutting into the shoulder. The fibers of these hides are longer and

stronger in every way than the 65-pound Chicago Packer hides, from which leather for first quality American vegetable leather belting is tanned. The Paris City hides will weigh approximately 100 pounds and the shoulder is proportionately less than the Chicago Packer hide.

But it is only fair to the Specifications to admit that so long as tanners of vegetable belting leather will use no better hide than the 65-pound Chicago Packer hide, the limitations as specified are fair, excepting that it is foolish to make the extreme exceptions, which the Specifications permit, in double belting.

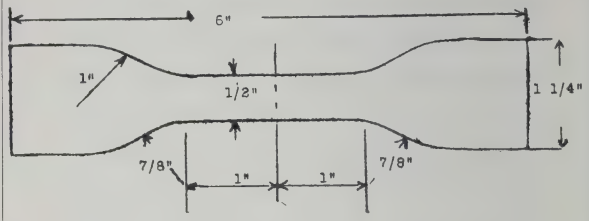
The property of the flexibility of the lap is not mentioned in Specification 37, although the flexibility of the lap is one of the most important. Most belts show first wear at the lap and the service which a belt will give before showing wear at the lap, is in direct proportion to the flexibility of the lap.

While there is a feeble attempt to provide for the property of elasticity in Specification 37, there is no real featuring of that property, and yet elasticity is one of the most important properties possessed by a belt. By elasticity I mean the property of elongating

when subjected to an abnormal load and then recoiling to a normal length, when relieved of the abnormal load. With leather belting as with all other materials, its durability is in proportion to its ability to withstand shock. The property of elasticity absorbs shock, minimizes slip and increases the life of the belt by relieving it of the effects of shock.

In order to illustrate, suppose we take a belt driving a loom. With every trip of the picker stick, there is a shock delivered to the belt, equal to the blow of the stick on the shuttle. If the belt lacks elasticity, it slips at the moment of shock and the slip is just 100% lost power, but if the belt momentarily elongates and then recoils between the intervals of shock, there is no slip and the loss from slip is obviated and the abrasive wear on the belt caused by the slip is avoided.

"25. *Leather.—All leather shall have a minimum tensile strength of* 3000 *lbs. per sq. in. of cross section, and an average tensile strength for single belts of* 3750 *lbs. per sq. in. and for double belts of* 3500 *lbs. per sq. in. The average shall be determined with five test specimens selected at random from different parts of the sample being examined.*



Test specimens of the shape and size as shown above shall be cut with a metal die. The edges of the test specimen shall be cut perpendicularly. The minimum thickness inside the gage marks shall be used in determining the area of the cross section of the test specimen."

At the time I was conducting the mechanical leather and leather belting research work for the late Hon. Robt. H. Foerderer, I made a most thorough investigation of the subject of the tensile strength of leather. The thoroughness with which this branch of research work was conducted may be appreciated, when I state that I broke, for this purpose, over $40,000.00 worth of leather.

Inasmuch as I was not known to be identified with the manufacture of leather belting or leather, because my connection with Mr. Foerderer at that time was not generally known and inasmuch as our

Company enjoyed the confidence of a great many leather manufacturers because our Company has for years specialized in the manufacture of oils and greases used in the manufacture of belting leather, I was enabled to obtain the advantage of the opinions of many leather manufacturers.

I don't believe there was ever such an exhaustive investigation of the subject of tensile strength of leather made from green salted steer hides, as I conducted. I don't believe anyone else excepting Mr. Foerderer ever had both the courage and the wealth to pay the cost.

In this respect, however, I don't wish to underestimate the magnificent contribution to the trade, as shown by the pamphlet issued by Alexander Bros., of Philadelphia, the author of which is Mr. Julian Alexander. The title of the pamphlet is "Commercial Forms and Characteristics of Leather," and if there are any other publications on this character of research and the authors will submit them to me, I will be more than pleased to give credit to them in these columns.

As a matter of fact, the research on tensile strength of belting leather usually brings the conclusion that tensile strength is a

very unreliable test and the minimum is made very liberal.

I believe that it has been customary to submit vegetable tanned leather belting to 3500 lbs. in order to test its elongation; consequently, all leather belting should have a tensile strength above 3500 lbs., but it must be remembered that the belly is the poorest portion of the hide for leather belting, and yet, the belly shows the greatest tensile strength.

In Mr. Alexander's diagram, he shows where a whole curried belt leather butt was cut into testing pieces 1¼" x 8" and the tensile strength of each piece is noted on the chart in the location from which the piece was cut.

The pieces in the center of the belly show 6713 and 6453 lbs. per square inch, while on the same line in the direct center of the butt, each side of the backbone, 5557 and 5490 lbs. to the square inch is shown, so it would appear that in accepting 3500 lbs. to the square inch as the minimum tensile strength, somebody was guilty of admitting a tensile strength which would permit of the use of a very inferior quality of leather. In other words, the tensile strength admitted in Specification 37 is not a fair

tensile strength for first quality of vegetable tanned leather belt.

But the reader may say, "Mr. Carpenter, you admit that you are not a manufacturer of vegetable tanned leather belt; how do you know? What right have you to pose as an authority?"

Well, I have this right. Our Company manufactures a combination belt known as VIM-OAK LEATHER BELT, composed of one ply of oak and one ply of VIM LEATHER.

The oak leather is purchased from one of the most reputable manufacturers of oak belting leather; it is curried and in condition to cut when we receive it, and the minimum specification which we permit for this leather is 4225 lbs. per square inch, and yet this is for a double belt and it is to be reenforced by VIM LEATHER, all VIM LEATHER testing under 5000 lbs. per square inch being rejected, so that in the VIM-OAK LEATHER BELT we are not so dependent upon the oak leather for strength as for stiffness, or body.

But I don't want anyone to take my word for anything pertaining to vegetable tanned leather, excepting that it is not so good as VIM LEATHER.

We don't have to go very far to find proof that I am correct in this statement, for I have in front of me a most artistically designed mailing-card, sent out by a member of The Exchange, and I quote literally from that mailing-card as follows: "The tensile strength average of our belts is close to 1000 lbs. *more* per square inch than is required by the U. S. Government Specifications."

I am reliably informed, and I believe that the individual who was the author of this mailing-card is without exception the most active member of The Leather Belting Exchange and it is reasonable to suppose that because of this fact, he was familiar with Specification 37 and yet Specification 37 is supposed to specify first quality vegetable tanned leather belting.

If Specification 37 specified first quality, then there can be no better, but here in black and white a member of The Exchange informs the public that they are making a belt which is 28½% better in tensile strength than Specification 37.

If this member of The Leather Belting Exchange, in general public announcement, does not hesitate to guarantee his leather

belt to stand 4500 lbs. to the square inch, why was it that Specification 37 did not specify 4500 lbs. instead of 3500 lbs. if they were honest, decent specifications intended to impart to the Government and the public knowledge which would enable the leather belt user to buy belt to better advantage? So my dear reader you will see that there is something more to Specification 37 than the mere process of tannage.

They do say that some tanneries have a bad odor, but that good leather has a pleasant odor, but what about Specification 37 for Leather Belting?

Inasmuch as The Exchange has been experimenting with the dynamometer tests for belt slip for several years, it is a wonder that they did not "Collaborate" the Bureau of Standards into including the dynamometer slip tests in their Specification 37. Perhaps the attempt was made and the Bureau would not be "Collaborated." For which I congratulate the Bureau.

I beg to quote from a letter written in July, 1923, by one of the best authorities on belt testing, connected with the United States Government, as follows: "I do not think that belt tests run upon a dynamometer of any sort will give information of value to the belt user."

I would rather take this man's opinion than that of all The Leather Belting Exchange experts combined.

I have been quoted as an enemy to standardization of tests and specifications resulting therefrom. But, of course, this comes from my enemies. Mostly from the commercial crooks, whose declared enemy I have ever been, and whose exposure in these Talks has been one of my chief objects.

I am not opposed to standardization of tests, where such standardization does good, but I am unalterably opposed to all standardization where such standardization places a premium on dishonesty and opens the way to dishonest practices.

The claim is made that if specifications are issued, based upon standardized tests, these specifications will invite the maximum of competition, insure the lowest price and protect the buyer.

Wheresoever specifications will accomplish this purpose, I am for specifications, but I contend that specifications are mostly a delusion and a snare, by which honest competition is frightened away and

the dishonest may conspire to rob the buyer and I am prepared to prove this opinion.

Once upon a time a large corporation, the president of which was my friend, issued a specification for oil. I told the president —my friend—that the specification was foolish. He always had half of a suspicion as to the soundness of my objection to specifications, so he said, "Carps, Old Boy, you can do me no greater favor than to bid on those specifications. We will assume the responsibility of their merits." Our Company bid and was awarded the contract. The product I supplied shut my friend's works down three days. He refused to estimate the loss. I estimated it at $6,000. The product I supplied complied with the specifications, but was unfit for use.

My friend, the president, was a good sport. He told the department, which created the specifications, what he thought of them and their specifications; junked this and most of their other specifications and our concern has been supplying the oil ever since.

Specifications are misunderstood. Specifications are used less instead of more, each

year. Specifications relieve the seller of all responsibility, excepting the responsibility of having his product meet the specifications. If the product does not give satisfaction and you are buying on specifications, that little incident is immaterial to the seller and should not be mentioned by the buyer. All that is supposed to interest the seller is whether or not his deliveries meet the specifications. If, however, the purchase is made on "guarantee to give satisfaction," failure to give satisfaction makes for a basis of a claim on the part of the buyer.

CHAS. E. CARPENTER,

President.

E. F. HOUGHTON & COMPANY

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Great power concentrated in the hands of a few has always been considered a menace to Society.

Comm R.R.

PRICE TWENTY-FIVE CENTS

The HOUGHTON LINE

REG. U. S. PAT. OFF.

VOLUME XXX
NUMBER FIVE
NOVEMBER 1923

Turkey

A MODERN LINE OF THOUGHT

The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/-per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

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Established 1865

E. F. HOUGHTON & COMPANY

P. O. Box 6913

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

AM surprised to learn how few of the readers of The LINE comprehend the business of E. F. Houghton & Co., and I am almost desperate because of my inability to properly inform them.

The usual opinion of the reader is that we excel in the manufacture of that particular Houghton product which he buys, but he wonders how we can afford the expense of The LINE with such a limited business.

The business of E. F. Houghton & Co., for over a half century, has been to make about everything in the form of oils and greases used in the industries, excepting volatile products. For over a quarter of a century it has also been their aim to manufacture about everything used in the industries made from leather.

The oil and leather businesses are most closely allied.

The two principal products made from leather and used in the industries are belting

and packings, and both are most closely related to friction and lubrication.

E. F. Houghton & Co. also manufacture metal heat treatment products, such as quenching oils, tempering oils, pack case-hardening products, surface casehardening products, etc., these products being closely related to the industrial oil line.

For the general industries they make:

Houghton's No. 2 Coach Oil, a superior lubricant for heavy horse drawn vehicles.

Houghton's Non-Carbonizing Air Compressor Oil, for the lubrication of the cylinders of air compressors. Used and recommended by some of the leading manufacturers of air compressors.

Houghton's Cyl-Tal, a superior lubricant for the cylinders of reciprocating steam engines. Guaranteed to lubricate better at half the cost, and to positively obviate all trouble from oil in the boilers.

Houghton's Dynamo and Generator Oils, superior lubricants for electric generators.

Houghton's Cosmolubric Engine and Machinery Oils, the highest grade of general machinery lubricating oils.

Houghton's Turbine Oil, especially adapted to the lubrication of the Allis-Chalmers, Curtiss and similar engines.

Houghton's Oil Filter, in reality not a filter, but an oil cleanser. The best of its class.

Houghton's Floor Oil, for the oiling of floors, laying of dust, etc. About the best obtainable.

Houghton's Gas Engine Oils, for the lubrication of internal explosion engines operated with gas as a fuel. Houghton has made gas engine oils some ten years longer than any other concern.

Houghton's Worm Gear Oil, for the lubrication of elevator worm gears.

Houghton's Lubricating Greases of the usual varieties, rapidly being replaced with Houghton's Absorbed Oils.

Houghton's Rope Grease, for dressing rope drives.

Houghton's Hydrolubric, a superior lubricant for the water used for hydraulic power. It is common practice to lubricate all steam used for power, and yet steam is one of the most elastic of all substances. Water, which possesses practically no elasticity, requires lubrication even more

than steam and Hydrolubric is the product which will furnish that lubrication. It also gives additional life to the packings.

Houghton's Ice Machine Oils, for the lubrication of ice and refrigerating machinery.

Houghton's Synthetic Linseed Oil, a substitute for genuine linseed oil for certain paints. A little out of our line, but such a good thing we could not resist the temptation of making it. It is not better than linseed oils for all purposes, but it is equally as good for some and better for a few.

Houghton's Marine Engine Lubricating Oils, of all kinds.

Houghton's Motor Oils, for the lubrication of automobiles and motor trucks. The very best obtainable, and we are more often oversold on these products, than not.

Houghton's Separator Oils, for the lubrication of cream separators.

Houghton's Sewing Machine Oils, for the lubrication of sewing machines. We have made many of the principal brands of sewing machine oils, sold in bottles, for many years. We anticipate that in manufacturing establishments the use of sewing machine oils as lubricants, is going to give

way rapidly to the use of the more modern Houghton's Absorbed Oils.

Houghton's Rust Preventives, including the now celebrated **Houghton's Rust Veto.** A variety for each particular requirement.

Houghton's Transformer Oil, also known as "Transil Oil," used for switch boxes and transformers, for the purpose of breaking currents.

Houghton's VIM Leather Packings, of every sort and description.

Houghton's Vegetable Tanned Packings, for a limited range of uses.

Houghton's Adhesive Belt Dressing, for vegetable tanned leather belts.

Houghton's Oak Leather Tanners' Oil, the original tanners' oil. Better for vegetable tanned leather belting than a belt dressing.

Houghton's VIM Belt Lubricant, for VIM Leather Belts. Not extensively used as VIM Belts rarely require dressing.

Houghton's VIM Leather Belting, made from VIM Leather. A belting manufactured from the best hides, tanned by the best process and made by the highest skilled workmen.

Houghton's VIM-Oak Leather Belting, a variety of VIM Leather Belting, consisting of a two-ply belt, the pulley contact ply being of VIM Leather and the outside ply being of vegetable tanned leather. It has many uses and is in considerable demand. VIM-Oak Leather Belt is patented.

We claim that the annual sales of VIM Leather Belting exceed substantially the sales of any other make of exclusively high grade leather belting.

Houghton's Dash Pot Leathers, made from VIM Leather, will give twice the length of service of the ordinary sort.

Houghton's VIM Deep Well Pump Leathers. Those who know of VIM use no other.

Houghton's VIM Friction Leather, cut to all sizes and shapes, moulded to all forms and builded to any number of plies or designs. VIM Friction Leather has individual qualities particularly fitting it to give the best service for all friction purposes. From three to ten times the wear for VIM is the usual experience.

Houghton's VIM Hand Leathers. You may not think there is much more to a hand leather than the protection of the hand. But there is. Vegetable tanned

hand leathers become glossy, hard and brittle. I regret that I have not the figures convenient, but one of our VIM Hand Leather buyers sent me the cost figures for unloading cars, comparing the cost where the men wore vegetable tanned hand leathers and where they wore the VIM Hand Leathers, and I believe that the difference was several dollars a car in favor of VIM. The saving was enough in one week to pay the total cost of all the hand leathers used in a year.

Then again many accidents are due to the slipping of the hand leathers, causing the men to drop their load. This is least liable to occur with VIM, for VIM Leather will not gloss or become slippery. Where the metal is apt to be warm when handled, VIM will give extra long service, as VIM will withstand a 200° Fahr. higher temperature than vegetable tanned leathers, without burning. Vegetable tanned leathers are readily rotted by moisture and chemicals, while nothing seems to affect VIM.

Houghton's VIM Lace Leather, cut and in sides. We also make the cut with a metal tip. You insist on having a tip on your shoe lace, why not upon your belt lace? VIM Lace Leather is more generally used in the American industries than any other brand.

In fact, we make more things out of VIM Leather than I have space to describe.

Generally speaking, VIM Leather is a superior leather for all mechanical purposes. It is naturally waterproof. That is to say, it is not temporarily made waterproof by the filling of the pores with oils or greases, but the leather itself without any filling whatsoever, is not affected by water, chemical fumes or moderate strength of alkalies or acids.

In the VIM Leather Shop they cut to size, shape, mould, build to any number of plies, sew, cement, rivet, staple, peg or otherwise fasten the leather.

In many places we have substituted VIM Leather articles for rubber articles and shown a great saving.

We make **VIM Leather Washers** by the millions.

VIM Leather is not disintegrated by the action of oil, as is vegetable tanned leather.

We sell **VIM Waterproof Leather Cement,** for cementing belting and other leather products. It may be used upon any variety of leather.

We make several hundreds of special products for use in the metal, textile,

leather, paper and wood working industries, a list of which would only tire the reader not particularly interested in those industries and I will, therefore, not specify them.

The HOUGHTON PRODUCTS are sold wherever industries prevail, and they are universally the standards of high quality.

Houghton Products are all more or less as intimately related one to the other, as the treatment of one disease is related to the treatment of all other diseases.

Just as the scientists are aided in the discovery of a remedy for one disease by their past experiences in discovering remedies for other diseases, so is the Houghton Research Staff aided in the discovery of new products, by the experience obtained in the use of the present established products.

During the great World's War, it was the experience of the Houghton Research Staff, as well as the Houghton Products themselves, which the Government needed and utilized.

It should be remembered that petroleum lubricants for steam engine cylinders, general machinery and internal combustion engines, such as are in general use today, have all been originated by the Houghton Research Staff, and the Staff has also in-

vented some of the most successful special oils and greases for specific uses.

Suppose, as an illustration, we take automobile lubricants.

Owing to the death in 1900 of Dr. Charles W. Lyon, who was formerly chairman of the Houghton Research Staff, I happened to be chairman of the Staff at the time the French automotive engineers called the Staff into conference. At that time it was the desire of the French engineers to lubricate all bearings with cup greases. When the impracticability of following their ideas on cup greases was pointed out by us, the French engineers felt inclined to favor the advice of the lubricating engineers of an American manufacturer of lubricating oils. This resulted in the adoption of "600-W" as a cylinder and crank shaft lubricant.

As ludicrous as the use of such a lubricant may appear today, it is nevertheless true that the French engineers claimed to have consulted with the leading experts of the World and to have adopted "600-W" as the result of the advice of all of those experts excepting myself—representing the Houghton Research Staff.

The opinion advanced by the Houghton Research Staff at that time was based on their experience in the lubrication of the

Otto gas engine. The lubricant recommended by me then differs in no essential from the Houghton Motor Oils of the present day.

The error made in the adoption of "600-W" postponed the practical, economical success of the automobile at least five years and must have wasted a hundred millions of dollars.

From this experience it may be appreciated that the question of oil is an all important one, and the reader would certainly have thought so, had he been in our general offices during the War, during which period it required the services of a dozen or more experienced experts and their stenographers to answer the inquiries from those who desired to know what oil to use for this or that, their ignorance being due to the fact that they were manufacturing a line of war products with which they had had no previous experience.

The importance of oil to the World is such that the only real war cloud hanging over the World today, is that caused by the disputes between the nations as to how each is to obtain its fair share of the World's supply.

It should be remembered that the lubricating oil is just as important as the fuel oil.

The latter is useless without the former.

I accept as a part of the game, the fact that those who read these Talks look upon them as coming from one who is naturally prejudiced, because of interest in the profits of the sales which these Talks are intended to effect.

But there are some very well-known facts, pertaining to this question, which do not emanate from me, but are the result of governmental investigation. Not only by one government, but by the principal governments of the World.

And here are some of them.

The World's supply of that grade of crude petroleum which produces the highest grades of lubricants, is almost exhausted and probably yields less than 5% of the total lubricating oils today.

The rapid adoption of the destructive method of distillation of petroleum has greatly reduced the percentage of yield of lubricating oils from petroleum and if continued there will not be sufficient lubricating oils, should general industry revive the World over.

New crude petroleum fields are not being brought in as rapidly as old fields are being

Continued on page xiii

The HOUGHTON LINE

REG. U. S. PAT. OFF.

NOVEMBER 1923

VOLUME XXX NUMBER V

Line Logic

Don't buy thermometers in the Summer. They are always lower in the Winter.

The French certainly hit the mark when they invaded the Ruhr.

We need a rationalization of labor more than we need a nationalization of industry.

What one wonders is, where did the Smart Set obtain its name?

One of the worst things about war is that one must keep on paying installments on the darned thing after one has ceased to use it.

There are many folks who fuss about the reading of the Bible in the public schools, who never think of reading it in their own homes.

FUNERAL. A box party.

It now appears as if there were oil in the olive branch.

Bryan has been defeated so often, it is no wonder that he refuses to believe in evolution.

The excavation of Tut again proves that it is impossible to keep a good man down.

Germany is an exemplification of the old saying, "The more money he makes the less he has."

If we are to have another war, would it not be about as well to shop about a bit and see if we cannot obtain a cheaper one?

If all women bobbed their hair, what would a man do for a hairpin with which to clean his pipe?

Pedestrians will be relieved to know that it has been officially announced that the trend of the times is to make automobiles lighter.

We cannot see why there should be such an objection to $1 gasoline. It will at least be one way to relieve congestion and minimize the casualties.

Turkey

"How well I remember that old Thanksgiving dinner! Father at one end, mother at the other end, the children between wondering if father will ever get done carving the turkey. O, that proud, strutting hero of the barnyard, upside down, his plumes gone and minus his gobble! Stuffed with that which he can never digest. The day before, at school, we had learned that Greece was south of Turkey, but on the table we found that turkey was bounded by grease. The brown surface waited for the knife to plunge astride the breast-bone, and with knife sharpened on the jambs of the fireplace, lay bare the folds of white meat. Give to the one disposed to be sentimental, the heart. Give to the one disposed to music, the drumstick Give to the one disposed to theological discussion, the 'parson's nose'."

—*T. DeWitt Talmage.*

NO! I have nothing to say about the strained relations between Turkey and Greece, although I remember when I was a boy, my Grandmother considered that next to goose grease, turkey grease possessed exceptional medicinal qualifications and I don't think she ever quite forgave my Dad when he invested his money in the business of manufacturing petrolatum, which replaced the poultry greases in our family medical curriculum.

November has been selected as the great turkey eating month of the year by the English speaking nations of the Earth and I understand that the feast is partaken of by all races, creeds and colors.

This article is inspired by the fact that when I was dining with an Englishman the other day, he smiled sarcastically and said, "You Americans

claim everything," when I told him that the turkey was a native of America.

So upon returning to my apartments, I referred to the "Encyclopædia Britannica"—noted for stretching a point to claim everything possible for the British—and sure enough this British authority admitted that the turkey was introduced into Europe from America, somewhere about 1530. That it was brought from Mexico to Spain.

I doubt this very much, although I have nothing but my own judgment upon which to base my refusal to accept the theory.

The wild turkey has always prevailed on the east coast of Florida, which was settled early by the Spanish, who were in constant communication with Spain, but the turkey is not so prevalent on the coast of Mexico.

The "Encyclopædia Britannica" states that the turkey was originally confused with the guinea fowl. I cannot account for that either. A turkey looks about as much like a guinea fowl as the Woolworth Building looks like a hencoop. Or do the meats resemble each other in taste.

I do not know where the guinea fowl came from, but I am very certain where I have wished it would go to many a time, when I have tried to sleep in its immediate vicinity.

When I was a kid, no one in our section of the country ever ate guinea fowls. Whether they did elsewhere or not, I do not know.

I do not remember even eating guinea fowl eggs. As I remember guinea eggs, they were

supposed to possess a very strong odor. As a matter of fact, it was quite difficult to find guinea eggs, as the guinea hen had something on us all when it came to playing the game of hide-the-egg. I do remember, however, that a guinea egg was much prized at Easter in all picking contests, as it was supposed to possess a much tougher shell than a chicken egg.

Talking about hiding eggs, reminds me of one Easter, when I was quite small, I received a genuine goose egg fancifully died, and being informed by my older sister and brother that it would spoil and, therefore, was soon to be thrown out, I hid it in my mother's hatbox in the top of her wardrobe. The hat in the box was out of style and she had no occasion to go to it, but we had to send for a Board of Health inspector, who diagnosed the case "dead rat," and fumigate and disinfect the entire house, and even then did not reach the trouble. And I was too young to suspect the goose egg.

No one seems to know why the fowl was named "Turkey."

The "Encyclopædia Britannica" says that it is perhaps because of the cry, which sounds like, "Turk! Turk! Turk!"

But the author of that article probably never had the slightest experience with a real live gobbler, for the cry of a gobbler sounds no more like turkey, than the sounds from a boiler works resemble a performance of grand opera.

There are several breeds of turkeys, the difference as I understand it being, that some are better than others, but it has been my

experience that the actual taste of a turkey depends largely upon how it has been fed and cared for and, of course, its age.

I never lived on a farm and never hankered to live on a farm.

When I was a boy I visited a farm occasionally by compulsion. It was a farm my Dad once owned and sold. All he received when he sold the farm was a mortgage. Unless some members of the family went up on the farm and boarded out the mortgage, or mother managed to get some farm products from the farm, the interest on the mortgage was not paid.

I do not know whether it was specified in the mortgage that the interest was payable in farm products, just as they nowadays specify "payable in gold," but I do know that the mortgage interest had to be collected and that I was one of the collectors. If I had fun on that farm, it was because I was a boy (and a real boy can have fun any place) and not because I was on a farm.

About the most exciting thing I ever did on that farm was with my brother Tom. I took my express wagon to the farm, and while we were there a lightning rod agent tried to swindle the farmer, so while said agent was doing his "chatter," Tom obtained a rope and we hitched onto the agent's wagon, like you hitch onto a wagon with a sled. I think the agent's horse was named "Lightning," for I know in less than a block he went at such a rate of speed that a wheel came off my express wagon and Tom and I were dumped into a more than moist gutter, on the side of the road.

But during the little time I spent on the farm I observed the turkeys very closely. They are clean and proud birds. They are much more particular as to what they eat than chickens. The gobbler is as proud of his spread tail as the peacock, even though it is not so beautiful.

When I was a boy the wild turkey still was quite plentiful in certain parts of my native state of Pennsylvania, but the wild turkey in the north is now almost extinct, although three years ago I saw probably ten wild turkeys on my visit to the Florida Everglades.

It has also been my observation that when the hunting parties go out from Fort Myers, Florida, on the West Coast, and return in their Fords, whether there is deer tied to the exterior of the Ford or not, there are mostly always one or two wild turkeys.

I have never knowingly had the opportunity to eat wild turkey meat and, therefore, am unable to express my opinion as to how it compares with the meat of the domestic fowl.

Whether or not it will add to your gastronomic efforts on Thanksgiving Day to know this little about the main dish, is a question.

Sometimes we are better off if we know little or nothing about what we eat.

Take that famous dish, Philadelphia Scrapple; we all eat it, but did you ever meet anyone who really knew what it was, or anything about it?

In Philadelphia we eat New York State turkeys, which we obtain from the Lancaster

County, Pennsylvania, farmers. Just as all parts of the United States eat Philadelphia capon, in spite of the fact that it is against the law to raise chickens within the City limits. But you cannot stamp out Philadelphia capon by law, any more than you can stamp out hooch.

A lot of good fellows up in our district, who perhaps have not a whole lot of influence, are constantly talking about running me for Congress. Well, if lightning ever strikes me and causes me to become a duly qualified member of the national legislature, I am going to introduce a bill into Congress, prohibiting a polecat from making that objectionable odor.

I admit that I doubt the effectiveness of such a law, even were the bill passed, but as it happened to me twice and each time made me sick and compelled me to give two perfectly good outfits a premature burial, I object to the practices of the polecat and want them stopped and I have just as much right to appeal to Congress to prohibit this polecat practice, which is objectionable to me, as others have to appeal to Congress to correct practices which are objectionable to them.

But, there, forget this polecat part, or it might affect your Thanksgiving dinner.

As for me, I am going to eat turkey on Thanksgiving Day, if I can get it.

If those who damn the millionaires could only appreciate the treatment that the millionaires get from the multi-millionaires, there wouldn't be so much knocking of the millionaires.

Thanks

I AM much amused, as all other successful men must be, at the manner in which the less successful presume that the successful never have had trouble.

I am not aware that any actuary, or even Babson the Great, has ever presented statistics or tables which indicate the average amount of trouble that is due a man on this Earth, or do I think that I would have much faith in such figures were they presented to me, and, therefore, I have no knowledge of the exact amount of trouble that is due me, but I have always thought that I have had my share.

Of course, there is much truth in that saying, "Trouble's a ton, or trouble's an ounce, or trouble's whatever you make it."

For it has been my observation that most of the trouble which folks have, is made by those folks themselves.

Then there is that imaginary trouble. If we could get rid of the imaginary troubles we could bear up under the real troubles fairly well.

I know two noble women.

Each has an only child—a son. And each son went to war.

One of the women worried every day, because she was certain her son was going to be killed.

The other spent her time planning for her son's home-coming, believing that he would return a hero.

Both returned uninjured.

The first was a well woman at the beginning of the war and is now an invalid.

The second was an invalid at the beginning of the war and is now a well woman.

Therefore, because I positively refuse to worry about imaginary troubles and keep young looking because I have not made myself old by unnecessary worry, I am credited with having had no troubles.

But although I do not know whether I have had my share of troubles or not, I am truly thankful in these days of thanksgiving, because I have had no more.

I am also thankful for having been permitted to live in these most eventful days in the World's history. Living must have been most monotonous in those days when there were not so many problems to solve and it is certainly going to be most monotonous in the days to come, if it be true that all present day problems are to be solved.

For more than anything else, I am perhaps thankful for the help which I have been to others. If, perhaps, I have helped many an undeserving cuss, that's all in the game. Weeds grow in every garden.

I am thankful for the many friends I have made, because I know they are true friends and that I have not obtained their friendship by lavished entertainment, flattery, or false pretense.

I am thankful for the enemies I have made. For without enemies life would scarcely be worth living. Until one has made as many enemies as I have, he will not appreciate the truth of the

Biblic command to "love your enemies," because I love them all. Gee! Enemies, but you have added much to my enjoyment of life, so I thank you, one and all, personally.

I am thankful for the affection of my family.

I am thankful for the success of our Company, but I measure that success by the good name which has been attained for the Company and its products, rather than by the wealth the Company has attained.

I am thankful for the fact that I have not been compelled to undergo unbearable hardships and sink beneath them, but I am fully aware that a certain amount of hardships make rather than break the right sort of man, and that perhaps greater hardships would have been productive of greater success.

As I have not tried to make all the money possible, I am not particularly thankful for my personal fortune, beyond the fact that I am thankful for the good that it has permitted me to do. I don't think my personal fortune has ever done me personally much good. It has made certain things easy which would have been better for me had they come harder.

I am tremendously thankful to the readers of The LINE for their words of encouragement and this goes for those who have written me adverse criticism, as well as for those who have written me favorable criticism, for both have encouraged me.

Let me explain how this works: I wrote an article giving my personal, unfavorable opinion of the Klan. If I had not been inundated by a

deluge of the most scurrilous printed matter and letters, because of no greater offense than giving expression to that personal opinion, I perhaps would never have again expressed an opinion concerning the Klan. But my enemies saw fit to encourage me to further action by sending me such communications, so in the August number I wrote another article, under the title of "A Kanoodle."

This article gave The LINE more favorable publicity than any other twelve numbers put together. In dollars and cents I calculate that it was worth $100,000 to the Company, of which I receive a substantial share.

Of course, I know I am overpaid. I know that there are real editors writing better stuff for less money, but they are not as good salesmen as I am. So I would be an ingrate were I not to express especial thanks to all of those Kanoodles who inspired me with their mud slinging, to make such an exceptional success.

I am thankful for my good health, remembering at the same time, perhaps a little poor health might have softened my otherwise "hard boiled" disposition.

I am thankful for the fact that I am a good sport. I always want to win, but if I lose, I think that I am a good loser.

I am thankful to every mother's son and daughter of you who so surprisingly and magnanimously responded to my appeal for the poor crippled children of St. Edmond's Home for Crippled Children.

About Cycles

An Advertisement by

CHAS. E. CARPENTER

THE Babsonian theory has it that all things move in cycles.

There is much to substantiate this theory.

But the difficulty is to know just how rapidly the cycle is going to rotate.

We all know that certain things are going to come down in price some time, but that is not very valuable knowledge unless we know with some degree of certainty, when.

Take fuel—oil, coal and wood—no doubt when the present supply is exhausted and the World learns to use some substitute, the geological formation of these products will continue, so that in some future years, perhaps a billion or more, these products will again be as low in price as ever, but with the present supply of all three diminishing and the demand increasing, it would take something more convincing than Babsonian theory to cause a man of ordinary common sense to expect lower cost for many generations to come.

The answer to the present day high cost of fuel is to conserve and preserve our

present supply. In other words, to stop the waste.

The Houghton Research Staff has provided the World with two products, which will aid in this saving of waste.

1st. HOUGHTON'S CYL-TAL, which lubricates the cylinder and valves of a reciprocating steam engine so much better, that it effects a decided saving in the fuel and at the same time less than half the quantity of lubricant is required to effect this saving. It obviates all difficulty arising from oil in the boilers, thus still further economizing in the fuel.

2nd. HOUGHTON'S ABSORBED OILS, which cut the cost of lubricating general machinery in half.

These products are neither new nor experimental, but are at present in large general use.

If you will write or 'phone to the nearest address given on the inside back cover of this booklet, requesting a representative to call, he will make the reasons why these products do as I claim, so plain that it is almost certain you will give them a trial.

ABOUT CYCLES

I would respectfully request that you remember that the same concern which invented CYL-TAL and ABSORBED OILS, also invented petroleum cylinder and lubricating oils.

You are going to use these products or some later imitation thereof, sooner or later. Why not adopt them now and effect the saving for yourself immediately?

Then again, somehow I feel that we all have a great public duty to effect all the saving possible, for in the minds of the greatest thinkers of the present time, the only answer to the present World's problem is ECONOMY.

'Phone or write now, while the thought is in your mind.

CHAS. E. CARPENTER,

President.

It just so happened that that appeal was made in the same number as that in which appeared the Kanoodle article.

For I am informed that you all came through right smart and I would be ungrateful if I did not believe that some of this response was a personal tribute to myself. Perhaps I am wrong. One donator said that it was my ability to write the appeal that was responsible for his contribution, not any particular personal regard which he had for me. But the Kiddies got the dough and that was the object.

I am thankful for the magnificent loyalty of my associates and the employees of our Company. Disloyalty to our Company is a rare occurrence. Only one extreme case has ever occurred in the fifty-eight years of our experience.

I am thankful for the magnificent welcomes and hospitality which I have received everywhere, on those occasions where I have accepted invitations to make public addresses. I am also thankful to my hecklers, for adding to the general enjoyment of such occasions, and relieving the monotony for me personally.

I am thankful that I am not bald, crippled or otherwise physically defective, but insist on claiming credit for the fact that I have worked diligently to keep myself physically fit.

In other words, it has been my observation that some who have deserve to have, and some who have not deserve to have. I am thankful if I have received my deserts.

I am thankful for having had the privilege of living in an era which supplies to all classes of law and order abiding people, more comforts than any age within the knowledge of man.

If you desire to thoroughly enjoy yourself on Thanksgiving Day, go to Church and as the service dismisses, stand outside and ask the church folks what they know about Thanksgiving Day, for you will be astounded to learn how very few know anything about this purely American institution.

Thanksgiving Day is basically a religious holiday, set aside for the express purpose of giving thanks. It is not associated in any way with the game of football, as many think.

The Pilgrims set aside a day for thanksgiving at Plymouth, immediately after their first harvest in 1621.

The New England Colonies and afterwards the New England States featured Thanksgiving Day long before it was generally observed in all portions of the United States and long before it became a national affair.

Washington appointed Thursday, November 26, 1789, as a Thanksgiving Day, but it seems that the next Thanksgiving Day was not appointed nationally until Washington again appointed another in 1795.

Lincoln established the present custom of appointing a national Thanksgiving Day, by appointing the fourth Thursday in November, 1864, as the national day for giving thanks. Every President has followed his example ever since.

There are those who tell me that there is no act of Congress which delegates the power to the President to declare Thanksgiving a national holiday, while there are others who claim that there is legal authority for the act. As all of my legal advisers are outside of the three-mile limit of my reach today, I cannot obtain authentic information on the subject, so will have to let this copy go to press without satisfying myself whether the national holiday has any more legality than the gasless Sundays had during the war.

But if Thanksgiving Day were observed in accordance with its original object, as religiously as were those gasless Sundays, it would be a great national blessing, which only goes to show that things which have no legal sanction, may be thoroughly good.

But previous to the action of Lincoln in 1864, Thanksgiving Day was very generally observed and was proclaimed by the Governors of twenty-five states. Some of the southern states objected to Thanksgiving Day on the ground that it was a relic of Puritanism.

In New England the custom became general to make Thanksgiving Day one for family gathering. This custom was general in Philadelphia when I was a boy. The annual football contests seem to have put the old-fashioned family reunion Thanksgiving Day dinner on the blink.

Thanksgiving Day is one of the very few religious holidays which did not originate with or because of some Saint.

I can find no authentic record of when the turkey butted in on Thanksgiving.

Personally I have always preferred Thanksgiving Day to New Year's for taking my personal inventory. I do not mean my inventory of personal property and real estate, but rather a spiritual, moral and physical inventory.

I was once associated with a man who sent his automobile into the shop to be inspected every thousand miles. I always admired his foresight. Better discover your automobile troubles in the shop than on the road.

A short time ago I visited this man and found him a nervous and financial wreck. When I asked him, how it all came about, he informed me that he had never spared or cared for himself. That he had worked himself into a mental and physical condition where his judgment was impaired and as a result he made unwise business investments.

I have observed that it is too frequently the case that folks try to succeed by cheating nature. And it can't be done. They think that if they can carry an overload they will have an advantage over the competitor who does not run the risk.

Sometimes we carry the overload unconsciously.

So like my friend who had his automobile inspected every thousand miles, I select Thanksgiving as a period of personal inventory and physical inspection.

During Thanksgiving week, I make a practice of having myself examined by a diag-

nostician other than my family physician. I test my strength and endurance, note how much I am going back and admit it.

That is the important matter. Some folks believe that if one refuses to admit that one is getting old, one will remain young. Bosh! If one does not admit that one is getting old, he will bump off all of a sudden. Nature is always kind and considerate, so long as one cooperates with nature, but when one opposes nature, the penalty is always paid. Nature was never known to remit a fine.

Wheresoever it is shown that I have slipped back, I ask myself what I might have done to avoid it and resolve to do what is necessary in the future to minimize the slipping.

I review an inventory of my personal belongings; look over my responsibilities; size up my moral and mental condition and review my year's work. Unfortunately I am never satisfied with my accomplishments for a year, for I waste so much time. Every year I resolve to waste less, but somehow I succeed only partially.

I have now gotten to a point where I partake in no recreation which does not carry with it physical culture and health improvement. I have long ago cut out chess, cards, billiards and all indoor sports. I have cut out politics and for the last few years I have not even played golf, although I have always intended to take up the touring of the links again. This should be easy, as there is one hole less now than when I formerly played. And believe me, that nineteenth was some trying hole.

Then I get out my will and read it over and see that everything is as it should be for those who will remain behind after I am gone.

By this means I have an opportunity to know what I have to be thankful for.

I have never taken much stock in this "being thankful for being alive," theory. I would rather be a dead one than be many of the living ones whom I see and know. There is only one thing worth living for; there is only one thing God intended that we should live for; and that is to help others. When one passes the age of usefulness for others, the sooner one is consigned to the care of the undertaker the better for everyone.

I once heard a man, who had been paralyzed say, "I might as well be dead as spend my time being wheeled around in this chair. I can't enjoy life any more." He had the wrong slant on things, for I once knew another man, a relative, who was paralyzed in his lower limbs, but who said to me, "Thank God, I can still use my hands and speech and continue in a measure to be helpful to others."

Then I form mental resolutions to do certain things or not to do certain things. And I endeavor to carry them out. I make that period between Thanksgiving Day and New Year's one of probation and if I make a slip or so during the probationary period, it doesn't count.

Then on January 1st, I begin the real period of reform.

As a result I manage to keep more resolutions than the average person who "swears off" as a matter of impulse on New Year's Eve.

I knew a chap who swore off drinking on the first of every year for a period of one year, and kept his pledge up until the very last day in the year, but became gloriously drunk on New Year's Eve. And he was satisfied that he was a most moral person.

In other words, I don't believe in the promiscuous giving to charity, or do I believe in promiscuous giving of thanks. I feel that it is well to know for what one is giving thanks, otherwise, your thanks may be mere gush and lacking in sincerity.

I detest a flatterer.

I have always thought it so strange that so many folks, particularly preachers, try to flatter God and expect to get away with it. In order to be sincere in one's thanks, one should know exactly for what one is really thankful.

If Thanksgiving has degenerated to overeating, yelling oneself hoarse at the football game and contracting a cold because of unwise exposure, the sooner it is cut out the better.

A religious holiday is like a prohibitory law. Unless it is to be observed, it had better not exist.

The "Still Alarm" is as likely to be a raid on a bootlegger as a conflagration, nowadays.

We have now arrived at a period when we must pause and consider whether it is the duty of the law makers to pass only such laws as the people will respect, or the duty of the people to respect all laws.

Off the President's Bat

STRANGE as it may sound, I have never had any particular ambition to be wealthy. I mean wealthy, as the word applies in these times.

I have always wanted sufficient money to obtain the proper medical attention for my family in case of illness; to properly educate my family and myself; to be able to buy a desired book without having the hurt of the buying destroy the satisfaction of owning the book; to conform to the customs of polite society when I was in its midst; to help a friend; to provide against want in my old age and leave my family provided against want, in case of my death. Or I should say, "when I die," because that phrase, "in case of my death," is all bull. It sounds as if there were some doubt about it. I am going to die and so are you and the sooner we both look the fact in the face and prepare for it, the better.

I never was much of a believer in life insurance.

Once when I was about twenty-five and I felt that I ought to protect the wife and kiddies, I looked into this question of life insurance and I was in doubt, so I went fifty-fifty.

I took out a $5,000 policy instead of a $10,000 one and I paid into building association the same amount each year as I paid for the $5,000 policy.

I regret that I have not the figures available, but as I have continued to keep all of the

original investment in building association up on an equality with the $5,000 policy, ceasing to pay additional money into building association when the policy became "paid up," it is my recollection, that as things stand, were I to be compelled to broadcast the copy of The LINE from the threshold guarded by St. Peter tomorrow, my family would obtain about five dollars from the building association to one from the life insurance.

"But it would have been different had you died."

Is what the insurance man will say.

True, but I did not die.

It was my sad misfortune to attend the funeral of a chap the other day, only to find that the rumor which always goes the rounds of a real up-to-date funeral, had it that he did not leave his sixty-five year old widow a single cent.

The Dominie in his sermon featured the fact that the Departed One was prepared to die.

The Dominie referred to the fact that the Departed One had been very pious; had led a very religious life; was a good man (as Dominies rate good men), and had prepared himself for the next World.

Perhaps the Dominie was right.

But I happened to know that the good sixty-five year old wife had stuck to the Dear Departed One through thick and thin; that she had saved and economized and denied herself to help him and had catered to his every desire.

I also knew that he had enjoyed a salary of $7,500 per year for at least the last ten years of his life, but had lived up to every cent of it. Most of it was spent in posing. The residence cost $45,000 and was bought on the dollar-down, dollar-a-minute-for-life plan.

It was said of him, that he gave so liberally to church affairs, he died poor. The facts are that he was very vain and liked the plaudits of the Public when he gave. He posed as a rich man, of course. But his friends had to take care of his widow.

Now I have never had the pleasure of the acquaintance of St. Peter, that is not YET, but if I ever do get as far as the door over which St. Peter is the keeper, I am going to ask St. Peter about that chap.

For I don't think it is a square deal to let any man into Heaven who spends his time and fortune to cinch a seat in Heaven for himself and leaves his poor, faithful wife to the charity of his friends in the meantime.

Christ taught no such gospel.

The great question which we have to decide is: whether the Ford presidential boom is auto-suggestion or auto-intoxication.

"They call me Carpenter," was not written by either the Near Editor of The LINE, or is it a "Sikological" work of a French pugilist. It is merely a confession of the evils of "mob-rule" by one who advocates the cure of all evils by the rule of the mob.

Willie Wiseman

THE other day, after a bunch of us fellows on the sales end of the Houghton Craft of Commerce, had put in the better part of the day at good hard work, some good scout suggested that we have a twilight golf game, so we went forth in all of our perspiration and glory, to the Whitemarsh Valley Country Club. It was a hot day, even for Philadelphia in this season of the year, and the engineer who laid out the Whitemarsh links, is no friend of Willie's. Not but what Willie played well enough, but the links are so arranged that the architect must have known exactly where Little Willie's ball was going to drop, for Willie wore out two niblicks before finishing and never finished at that.

After we got under their new high pressure showers and rubbed ourselves down, the Old Man blew in to look over the masticating portion of the program.

We had a quiet corner to ourselves and by the time we arrived at coffee and cigars, there was no one in our vicinity, so the Old Man was asked to say a few words. Not that anyone wanted to hear chatter from that particular quarter, but because it was the proper thing to do under the circumstances.

Among the several things he did say, was this:

"It will not do for us to merely avoid all questionable and unfair business practices, but it is equally essential that we should avoid all suspicion of such practices. Business generally

and particularly our business, is done on confidence—confidence on the part of the buyer that we intend to give him a square deal and are capable of doing so. So all claims which appear to be exaggerations should be avoided. All megaphone acclamations of superior quality and merit should be soft pedaled. Permit the products themselves to prove that they are better than represented. Remember we have 300 or more products to sell and the best way to sell the maximum number to each possible customer is to let each product in turn create the confidence necessary to sell the next."

All of which reminds Little Willie that if history be correct, Julius Cæsar divorced his wife Conteia, but declared at the trial, that he, personally, knew nothing whatsoever of what was charged against her.

And when he was asked, why, under those circumstances, he divorced her, he replied, "Because I would have the chastity of my wife clear even of suspicion."

And it would seem that the Old Man looks upon the business as our old friend Julius C. viewed his wife. He demands that its chastity should be even above suspicion.

And Willie is willing to concede that the Old Man is not always wrong.

Government is neither new nor experimental. About everything possible in the form of government has been tried. Is it not about time we abandoned experimenting with such laws as have always failed in the past?

exhausted, so that the exhaustion of the World's supply of petroleum is only a matter of years.

We are all rushing ahead with a blind faith that some substitute will be discovered. We have implicit confidence that if given time, science can meet any of our requirements.

But such faith is like the faith a kiddie has in his dad. It has its limitations. There are those—and eminent scientists too—who predict that because of the growing scarcity of artificial fuel, the human race will gradually migrate to the tropical climates.

It occurred to the Houghton Research Staff that perhaps it would be wiser to meet present conditions with present day remedies; postpone the coming of the exhaustion of petroleum as long as practical and in the meantime economize.

Inasmuch as the exhaustion of high grade cylinder oil is not a matter of the future, but of the present, because there is very little high grade cylinder oil being made today, owing to the lack of the proper crude, the Houghton Research Staff first applied themselves to the invention of a superior substitute for petroleum cylinder oil and they succeeded beyond the expectations of

their most sanguine member when they perfected HOUGHTON'S CYL-TAL.

With CYL-TAL perfected, their efforts were applied to the more complex problem of perfecting superior lubricants for general machinery and this was solved in the invention of HOUGHTON'S ABSORBED OILS.

Both of these products are the inventions of an organized body of experts and practical men, who have invented everything worth while in the lubricating field.

They are not the product of the imagination of some theorist, or are they offered by some new and inexperienced fly-by-night concern, but by THE OLDEST ESTABLISHED MANUFACTURERS OF LUBRICATING OILS IN THE WHOLE WORLD.

They are worthy of your consideration and it will be worth your while to drop a postal to the nearest address on the inside back cover of this number, requesting a representative to call.

And what the Houghton Research Staff has accomplished in oils, it has also accomplished in mechanical leathers.

So that's that.

HEART TO HEART TALK

THE American Sole and Belting Leather Tanners have inaugurated a campaign of publicity, the purpose of which is to convince the public that leather is superior to all substitutes.

I am neither directly nor indirectly interested in the manufacture of substitutes for leather.

On the other hand, I am substantially interested in the manufacture of leather and leather products, and I am probably more interested financially in educating the public as to the truth pertaining to leather than most leather manufacturers.

I am heartily in favor of the scheme as proposed, provided only, that the public is told the truth.

There is a sufficient amount of truth to be known regarding leather without resorting to exaggeration.

Thus when a two-page blaze advertisement appears in the popular weeklies headed "Nothing takes the place of leather," I have my doubts about it being good advertising copy, for there will probably be no intelligent reader but who will know that superior substitutes for leather, for some purposes, have been manufactured.

For instance, suppose we take automobile leather—leather used for the purpose of upholstering automobile seats.

That leather, as every leather manufacturer knows, is generally a "split," meaning that the leather is not the thickness of the original hide as is belt leather, but that the hide has been split. In some instances there have been several splits, and yet these splits are leather, and are called and known as leather.

Now the peculiar formation of a hide constitutes a very dense, closely woven plexus of fibers extending in every conceivable direction. When you cut a leather fiber, you never know in what direction the injury to the strength of the leather is effected.

If a piece of belt leather has a tensile strength of 5,000 lbs. to the sq. in., and you split that piece of belt leather, the sum total of the tensile strength of the two splits will not be 5,000 lbs., as many suppose, but approximately 2,500 lbs., and if the belt leather were split into four sections, the total tensile strength of all four splits would probably not be over 1,250 lbs.

Now it is rarely that the so-called "artificial leathers" do not show equal or superior wear when used for automobiles.

That being the truth, why don't the leather manufacturers face the truth and acknowledge it? Why throw doubt on all of the truth that may be said in favor of leather, by making claims which the public well know to be untrue?

Were automobiles to be upholstered with heavy leather, the additional cost would be tremendous and would not be warranted, in spite of the fact that the leather itself would never wear out. There is no economy in using leather on an automobile that will last longer than the automobile itself, and it is foolish to try to convince an intelligent public to the contrary.

Furthermore, unless the policy of the American Sole and Belting Leather Tanners' advertising campaign is changed, I anticipate that it is going to work untold hardship and injury upon the manufacturers of the better class of leather goods of all sorts, because the advertising is so worded that the average mind is led to believe that leather is leather and that there is no difference in the quality of leather.

The users of leather belt are already in a state of quandary because The Leather Belting Exchange was a party to the creation of and officially endorsed United States Bureau of Standards Leather Belting

Specification No. 37, which admits that first quality leather belting may be made from any combination vegetable tannage, while the individual members of The Exchange claim in their individual pieces of printed matter and through their salesmen, that first quality leather belting can only be manufactured from leather tanned by the old-fashioned, slow, oak bark process of tannage.

It is my opinion that it is such inconsistencies and appearances of charlatanism, on the part of the manufacturers of leather and leather products, that have done so much to destroy the confidence of the user in genuine leather and cause him to look upon substitutes with favor.

When The Leather Belting Exchange was making itself monumentally ridiculous in the exhibition of its so-called "Belt Test Machine," in Chicago, an engineer representing an extensive manufacturer of tractors, who had specified fabricated fan belts for the tractors and who had attended the exhibition with an open mind, ready to be convinced, said, "Well, I'm going to stick to fabricated belts, if they have to use a fake exhibit like this to prove the superior merits of leather belts. I am suspicious that leather belt has no particular merit."

So I would suggest that the American Sole and Belting Leather Tanners supplement their advertising campaign by canning all fake claims and exhibitions and discouraging, so far as possible, all side show attempts at advertising.

The Leather Belting Exchange lays great stress upon the large amount of work which The Leather Belting Exchange has already done on the general subject of publicity for leather belting and the material which it has collected and is collecting and the connections which it has made in the most desirable channels for the furtherance of such work.

Because thereof, it is claiming that the Tanners' Council and the American Sole and Belting Leather Tanners should work in the closest cooperation with The Leather Belting Exchange and I agree with them, but cooperation means that all shall work in unison, because it is not the amount of work which one does which counts, but rather the amount of useful work.

You and I have known men who have worked hard all their lives and yet have been a continuous failure, and that is my opinion of the efforts of The Leather Belting Exchange.

If The Leather Belting Exchange has worked as hard as it claims, all I can see is that it has tremendously damaged the leather belting business and as I am interested in the leather belting business to an extent far greater than the average member of The Leather Belting Exchange, I am selfishly interested in encouraging The Leather Belting Exchange in every honest effort which may aid the leather belting business.

If I condemn its practices, it must be self-evident to the reader that it is because I am positively convinced that it is injuring the leather belting business generally, and naturally I mean the honest leather belting business, for I do not consider fakers and dishonest leather belting manufacturers as worthy of any consideration.

When, therefore, The Leather Belting Exchange claims that it is generally conceded that that form of publicity which most directly reaches and convinces those whom it is most desirable to reach, is the exhibition of the demonstration machine of The Leather Belting Exchange, The Leather Belting Exchange makes an absolutely false statement.

It is not generally conceded, and I do not believe that the members of The Leather

Belting Exchange themselves would unanimously endorse the continuance of the exhibitions, and for every leather belting manufacturer who will speak favorably for the exhibition, I can produce two who will speak unfavorably.

Why then is the exhibition continued? The only solution that I can come to is that some man has a job to preserve. The machine was invented; it was exhibited and before there was time to criticise it, it was endorsed and now it must be kept going, to save someone's job and reputation.

The Leather Belting Exchange is making such ridiculous statements as, "The leather belting manufacturer has developed his product to a point where it now is 98½% efficient in the performance of its duty."

This statement is not true; it is absolutely false. Every leather belting manufacturer knows it is false and the statement shouldn't be made and I challenge proof of its truth. The only basis is that some leather belting used under certain conditions, will not slip more than 1½%.

How many manufacturers of leather belt are making 100% leather belt that will only slip 1½%? I would be willing to make a pretty good wager that less than 5% of the entire production of The Leather Belting

Exchange will only slip 1½% under normal conditions of use.

If we are going to get anywhere, let's tell the truth, because leather is the best product when it is the best leather.

If my information is correct, the test made on The Leather Belting Exchange demonstration machine is made upon a 1" belt, 20' long.

This being the case, I would like to know if we were to take a sufficient number of belting centers, and commencing at the backbone, cut a series of 1" belts lengthwise with the backbone and continue cutting these pieces side by side until the belly strip had been consumed and if we were to make the belts which were to be tested all out of leather cut from precisely the same position in each hide, whether on the demonstration machine, the belt made from strips cut from the belly portion, or belt made from strips cut from the backbone, would show the least slip, and if the belt which showed the least slip under such conditions were considered the best belt in the leather belting trade?

Answers to such inquiries which are in the minds of the public would do more to reestablish the confidence of the belt-using public in leather belt than anything else,

and in making this statement I hope the reader will understand that this statement is not made by a novice.

I surely have not failed to introduce and sell in large quantities an entirely new variety of leather belt and in order to do this, I had to create public confidence in my product and in order to create public confidence, I must have known something about public opinion, so when I see The Leather Belting Exchange is injuring instead of benefiting the leather belting trade, I am not speaking entirely without authority and if The Leather Belting Exchange has anyone whom it would like to appoint to debate this question with me before a suitable audience, I will be more than delighted to consider its proposition.

I make this explanation because I have been called a sorehead and I have been accused of attacking The Leather Belting Exchange.

All I am doing is defending a business in which I have a substantial fortune invested, and when The Leather Belting Exchange through its monumental ignorance of what constitutes favorable products, is injuring my business, I have a right to protest against the unfair injury.

HEART TO HEART TALK

It may be all very true that The Leather Belting Exchange's tactics are due to ignorance, but the injurious effect is just the same.

The Leather Belting Exchange claims, "The inherent superiority of the leather belt has been made so thoroughly manifest, and has been so thoroughly proven scientifically, that it seems only necessary to properly present to the general public the facts already in our possession, etc."

Now there is a statement with which I agree 100%. That's what we all want, the facts. Let's tell the public that there is leather belting made which is so rotten that we ought to be ashamed to call it leather belting.

Let's tell them that there is leather belting that is inferior to fabricated belts and that just because a belt is called leather belt and made from a tanned hide, it is not necessarily superior to all other kinds if belting.

Let's give them facts.

CHAS. E. CARPENTER,

President.

E. F. HOUGHTON & COMPANY

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If you would lift me you must be on higher ground.

—*Emerson*

Comm R R.

PRICE TWENTY-FIVE CENTS

The HOUGHTON LINE

REG. U. S. PAT. OFF.

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VOLUME XXX
NUMBER SIX
DECEMBER 1923

Christmas

A
MODERN
LINE
OF
THOUGHT

The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/-per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisements are facts.

Established 1865

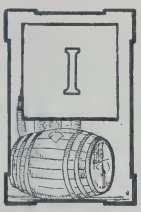
E. F. HOUGHTON & COMPANY

P. O. Box 6913

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President



I AM going to do my share to drive out of the leather belting trade everything that tends to lower the reputation of that trade in the estimation of the public.

In other words, being engaged in the business of manufacturing leather belting, I have both a moral and legal right to protect the reputation of the trade in which I am engaged, for a man's own reputation is largely influenced by the trade with which he is identified.

Now please get me straight on this.

I am not going to elect myself a reform committee of one to reform the leather belting trade. Leather belting manufacturers may pursue questionable business practices as far as their consciences will permit them, providing their actions do not reflect on the trade in general.

"Carpenter, don't you think you are taking big chances in your exposure of the questionable practices of the leather belting trade?"

That is what a LINE reader asked me.

Of course I take chances. I have not enjoyed 43 consecutive years of business success because I am 100% damphool. Taking chances is what makes it both interesting and profitable. I know that I am going to be watched; that every move of my Company will be trailed; that, because both my associates and I are human, we are going to make mistakes and those mistakes will be exaggerated and enlarged upon. I have not fought the biggest interests engaged in the oil business for a quarter of a century, compared with whom the combined belting interests are mere pygmies in commercial strength, without learning the chances one takes in this sort of combat.

But it is the chances which make it attractive and make the work thoroughly enjoyable. I know lots of poor devils of competitors in our several lines, who are too weak to strike back, after whom I could go, but it would be about as sporty as going gunning for chickens in a barnyard.

Neither have I the slightest idea that I shall win every trick.

Nothing would be more monotonous than to play poker and win every pot.

I am going to lose a trick now and then and I know it.

Neither do I want to obtain the reputation of being the "knocker" of the trade, for there is much more good to be said of the leather belting trade than bad. In fact, I am not prepared to say that the leather belting trade is worse than most others. My aim is merely to make it better. I have no time for the chap who never has anything good to say about his competitors.

Whensoever either you or I have slipped in our careers, it has been the fellow who has corrected us who has been our friend, not the one who has encouraged us.

If the leather belting business is at this particular time in an abnormal condition of slip, it should be remembered that the prevention of belt slip has been one of the serious problems which has confronted the leather belting manufacturers since the first leather belt was used.

There is my old friend Dave Gibson. Dave is a writer—a real editor—no near stuff like myself. Dave can produce copy that will burn the platen of the printing press if you will only give him the opportunity. Dave is a monomaniac on one and only one subject and he may be excused for that, for the chap who amounts to anything always has at least one bug. Dave insists that I stole his idea, meaning that his idea was The HOUGHTON LINE.

Now, honestly, I never remember stealing anything in my whole life but I remember attempting to steal only once. The once was when I tried to steal apples from old Captain Brown's orchard, at a place now called Brielle, N. J. I was about ten years of age. I succeeded in getting up in the apple tree, but had overlooked the presence of a bull in the field. I don't know whether Captain Brown had that bull trained to repel apple thieves or not; but if he did not, that bull had some natural instinct, because he kept me in the apple tree until my parents found me there at 10 P.M., and I came away without a single apple to pay me for my discomfiture. All of which proves the necessity of looking out for the "bull."

Long before Dave was known in the literary world, I shot a house organ, known as *Supplies*, for this Company, and it was a success. But I wrote it at nights, and when Dr. Lyon, Chief of the Houghton Research Staff, came to a too early end because he also worked at nights, our folks insisted that I should cut out the night work, and as the editing of *Supplies* in business hours was impractical in those days, the publication of *Supplies* ceased.

When we stop to think how long folks have been living and thinking, we may well

hesitate before we convince ourselves that we have an original idea.

The idea may be original with us, but that is no proof that there have not been many who have thought the same thoughts before.

If one could only have the advantages of the experiences of the United States Patent Office, one could soon learn the foolishness of trying to claim that an idea is original. It is rarely that any application for a patent contains a 100% purely original idea. No patent worth while has ever been granted, that after the granting thereof, someone has not come forth and said, "I did it first."

If Dave Gibson issued a house organ before I did, all credit to him for it. But for some reason that house organ went out of existence. Or Dave ceased to be the editor of it, I forget which. In fact, I got out of touch with Dave entirely, until a few days back, when I ran into a magazine edited by Dave and published by a New York leather belt manufacturer.

I was thoroughly aware of the existence of Dave's original magazine when I began the publication of The HOUGHTON LINE. Dave called his publication, *The Silent Partner*, and he sent me one or two specially bound volumes. And he wrote stuff with

a punch, in those days. Perhaps he does now. But I cannot imagine a life more miserable, than to imagine myself writing copy for The LINE, which must pass the approval of the purchaser of the advertising pages.

If Dave was fired as the editor of *The Silent Partner*, it was a compliment to him and not a disgrace. If *The Silent Partner* went out of existence because the folks who paid the bills could not agree with Dave's editorials, it was also a compliment to Dave.

In order to be even a near editor of a house organ, with a real punch in it, the near editor must be in a position to invite all of his critics, whether those critics be within or without his organization, to go to Helligoland.

The superior success of myself as a near editor—and I take it for granted that I have eclipsed my friend Dave—is due to no superior literary talent on my part, but entirely to the fact that I elect my own Board of Directors, as well as myself, as President of our Company; regulate my own salary, and tolerate no interference with my editorial policies in The LINE. No son-of-a-gun blue pencils my copy, merely because he happens to have money, or a more authoritative position.

I must confess that I am not impressed

with the "pep" in Dave's present house organ, but I am willing to admit that his stuff is better than it would be possible for me to bat out, if I wrote my copy with the thought that I was to please any other living soul excepting myself.

But I want to say this for the advertising in Dave's house organ. It is the cleanest, best confidence producing copy, I have ever seen issued by any member of the leather belting manufacturing trade. It is the sort of copy that makes for the uplift of the reputation of the leather belting trade generally, and if Dave is responsible for the advertising copy, let me say right here that he is entitled to the highest credit, for there is probably nothing so difficult to advertise as leather belting.

Permit me to cite just one particular. The average leather belting manufacturer of any prominence seems to be ashamed of the fact that he does not do his own tanning. He either runs a little one-horse tannery, capable of supplying only a fraction of his requirements and trades on that fact to support his claim that he tans his belting leather; or else he deliberately lies and claims that he is a tanner when he is not; or else he side-steps the question of tanning entirely.

But the copy in Dave's magazine states frankly that they do not tan, but purchase their belting butts upon their own specifications.

For the life of me I cannot see why this is not good advertising and good business. It is confidence creating copy and sales are based entirely on confidence.

Likewise practically every line of advertising copy in Dave's magazine tends to create confidence on the part of the buyer in the seller.

But the one thing I cannot understand is: why is it that the publishers of Dave's magazine, the leather belting manufacturers, so capable of producing such superior confidence creating advertising copy, should continue their membership in The Leather Belting Exchange? Perhaps they believe that so long as they retain their membership in The Exchange they possess a power to reform The Exchange from within. If so, all praise to them.

But here is a thought, which will be worth thousands to the publishers of Dave's magazine; I mean the leather belting manufacturers: you have shown keen insight into the leather belting business by your frank advertisements, from which all appearances of charlatanism have been re-

moved, why not join me in this campaign of reform for the leather belting trade generally?

You can't lose and if you know how to make good belt in competition, which I believe you do, you must win.

In politics the men who have made the greatest success and fame have been those who have cut loose from the corruption of the game and boldly declared for reform. Washington, Jackson, Lincoln, Cleveland and Roosevelt are marked examples of this. Commerce is no different from politics. The great successes in commerce have been made by the men who have boldly cut away from the commonplace, petty trickeries of trade and proclaimed for reform. I could cite many examples of this, were it not that there exists such a difference of opinion as to who the best examples are. But surely Stephen Girard and Peter Cooper are two examples which no one will dispute.

It is a well-known fact that the manufacturers of vegetable tanned leather belting, commonly referred to as manufacturers of oak tanned leather belting, have been at their wits' end, for selling arguments, with which to convince the belting buyer that their particular make of belting is the make the buyer should purchase.

Vegetable tannage is older than history. There has been no improvement in the quality of vegetable tanned leather, within the memory of anyone who is alive today. It is claimed and it may or may not be true that improvements have been made in the processes of tannage. But the actual quality of vegetable tanned leather is no better today than it was a hundred years or more ago.

It formerly required about a year to properly tan first quality vegetable tanned belting butts. I have seen vegetable tanned belting butts which the tanners claimed were tanned in ten days. The tanners of these butts make no claims that the quality of the leather has been improved. The general opinion is that the shorter period of tannage produces inferior leather. The shorter period undoubtedly reduces the cost considerably. Between ten days and a year there is a large margin. It is not for me to say, whether or not modern science has enabled the tanner to reduce the time, without reducing the quality of the finished leather. But I do know that no one makes so bold as to claim that the quality of vegetable tanned belting leather today is better than it was a century back.

It was my privilege to know intimately a man of sterling reputation, who was the

vice-president of one of the oldest established manufacturers of vegetable tanned leather belting in the World.

His father, grandfather and great-grandfather were connected with the same company before him. His brother, connected with the same company, was one of America's greatest men. This vice-president never failed to impress upon me his opinion that the quality of vegetable tanned leather belting was deteriorating, because the tanners were sacrificing quality in order to reduce the time required to tan.

Manufacturers of vegetable tanned leather belting make a practice of featuring the fact that the old-fashioned, slow oak bark process of tannage is the only process from which first quality vegetable tanned leather belting may be produced. I know of no manufacturer of vegetable tanned leather belting who is so bold as to claim that he has some new process of vegetable tannage which will produce superior belting leather.

Every one somehow believes that the old-fashioned vegetable tanned leather is the best. The effort on the part of the leather belting manufacturer is to convince the belting user that his belting is made from this old-fashioned processed leather.

The general suspicion is that there is very little of the old-fashioned leather produced.

In other words, the leather belting trade suffers from being suspected of claiming that its belting is made from old-fashioned leather, while in reality it is made from leather tanned by more modern processes.

If the more modern processes produce vegetable tanned belting leather, which is equal to the old-fashioned leather, then in all decency, let the facts be known and the proofs submitted.

It is not fair, or is it honorable, to trade on the reputation of the old-fashioned leather.

If the modern methods produce something equal or better, it ought to be easily proven. The reputation of the leather belting trade and the character of those engaged in the business demand that the truth should be known.

Here is a great field for Dave and his clients to cultivate. Were I engaged in the vegetable tanned leather belting business, I would not hesitate to enter into the work.

I have proven by the success of VIM Leather Belting, that the belting user is

Continued on page XIII

The HOUGHTON LINE

REG. U. S. PAT. OFF.

DECEMBER 1923

VOLUME XXX *NUMBER VI*

Line Logic

True Americanism never wears a mask or writes anonymous letters.

The burning question is, when the whole World becomes Soviet, who will feed the starving?

Why don't Russia borrow from and trade with her best friend and neighbor, Germany? She makes treaties with her.

We do not recall the depicting of any of the signers of the Declaration of Independence in nightshirts and hoods, in the great paintings of that event.

A convert arose in Prayer Meeting and thanked the Lord he had three wives in Heaven, and the congregation has been at loggerheads ever since as to what he actually meant.

It is all right to be worth a million, but to whom?

How can Russia go to war with the bulk of her population over here dancing and those who have remained at home dieting?

Some dogs love their masters because dog sense teaches them that they would be everlastingly "swatted" if they did not.

Export trade reports indicate large shipments of shoe polish to Africa. We suspect they use it for cold cream.

Scientists have found a man who has sat with his feet elevated for thousands of years. We wonder if he wore spurs.

We became discouraged about taking singing lessons when we discovered that it would take three years to learn to sing, as well as we thought we could sing before taking lessons.

In the recent agitation of the merits and demerits of mushrooms and other fungi on society, it is a wonder they did not investigate Congress.

When a poor man proposes to a girl she frequently declines because of "circumstances beyond her control." The fellow, however, rarely appreciates that the circumstances to which she refers are his.

Christmas

AND now we come to Christmas.

In the United States, as well as in many other countries, Christmas is the greatest of all festivals.

There is much dispute and seemingly no absolute, authentic basis to prove that Christ was born on December 25th. Some go so far as to claim that December the 25th was the baptismal date rather than the birthday.

But what is the difference in a date among friends with a common purpose?

We have been celebrating the first day of the week for the seventh day, as prescribed in the Scriptures, and somehow it doesn't seem to matter so much.

But it occurs to me that it is more important as to *how* we celebrate our greatest of festivals, than it is as to how we keep our Sabbath.

Surely the celebration of the birthday of the Son of God should carry with it substantially some of the spirit of Christ.

Here in America there is very little evidence of the spirit of Christ at Christmas time.

It is at Christmas that the devil reaps his greatest harvest.

Probably no day in the whole year causes so much ultimate unhappiness, misery and illness as does Christmas, as celebrated today in America.

There was a time when the celebration of Christmas as a feast day, was prohibited in some European countries. The Puritans were especially opposed to merriment on Christmas.

Christmas is ostensibly intended to circulate the spirit of, "Peace on Earth; good will toward men." This is the Christ-like spirit—another way of expressing the fellowship of mankind. But in America it has settled down to competition among parents (as to which can lavish the most on their children) and a grand swapping match among adults, each trying to obtain the better of the other in the trade.

A pretty howdy-do for a celebration in memory of Christ.

The story of Santa Claus, in itself, is injurious to the young mind. It teaches that there is one who will give for the asking; who has supernatural powers. When I discovered there was no Santa Claus, I began to doubt there was a God. I have made a most careful investigation of many other children and I find that in most cases the child concludes that it has also been the victim of its parents in real spiritual matters, just so soon as it discovers that it has been deceived as to Santa Claus.

One day I was sitting on the quarter-deck of my yacht when it was tied up at the dock, at Bayhead, N. J., taking on stores, when a Catholic priest came along and expressed his admiration for my little craft, so I invited him aboard and showed him through.

As he was waiting for a boat to take him up the river to a boy's camp, I invited him to sit

under the shade of the awning with me and our conversation drifted to things in general and then to the extravagances of the present age.

The good father expressed as his opinion, that it was not the yachts, the automobiles, and the things which gave real pleasure and recreation which were the most objectionable. In fact he stated that the maximum, possible happiness was needed in the World, but what he did object to was the enormous waste of Americans.

He said that his parish contained mostly working people, but he did not believe there was a pair of cotton stockings in the whole parish. That folks no longer wore their clothes until they were worn out, but threw them aside when they became out of style. That the neat patches on a pair of trousers, about which the women took so much pride when he was a boy, had about become obsolete in the cities. The old and patched clothes were given to the orphans and as a result the orphans learned true thrift and economy in early life and crowded out the wasters in the World's success.

"You don't need to worry about one of those boys up at that camp, who is possessed of a normal mind and good health. Every one of them will succeed," is what he handed me, as he took his departure on the approach of the launch which was to convey him to his charge.

That afternoon an Episcopal dominie, one high in his chruch, and a schoolboy chum of mine, was my guest on a little afternoon cruise.

You see, I am some mixer.

I sparred for an opening and then I handed my guest the opinion as expressed by the good father.

"He is one hundred per cent. right," said the dominie, "and the whole thing begins on Christmas. Parents seem to be going crazy. Their one delight is to have the most lavishly trimmed tree and put under it and in the child's stocking, not things which the child needs, but everything and anything to fill in and make a show. Then they delight themselves with the astonishment and joy expressed by the child when they see that the child cannot comprehend it all. It gives the child the thought that lavishness is in some way associated with Christ and may be had for the asking. The truth that everything must be earned by some one and that thrift and economy are the necessary rules of life, never come to such children until after the spirit of Christmas waste is gotten out of them and there are many who never recover from the evil effects of their Christmas in their infancy."

Ever since I have taken to thinking seriously, I have objected to the manner in which Christmas is observed in America, but I must be honest and confess that I have been among the number who thought it was proper to give the kiddies one big time. Perhaps I was in error.

But the waste as I see it is largely among the adults.

They go out and buy presents for friends and relatives, not in the spirit of Christ, but because it is expected of them. Christmas giving has become a habit. They don't dare stop giving to any particular individual, because they fear

that that individual will send them a present, which in these days of Christmas swapping would be embarrassing.

Folks who cannot afford to give, give more generously in an effort to deceive others into believing that they can afford it. Thus it happens that some folks are everlastingly in debt. They no sooner recover from the debts created by one Christmas than they find themselves running into debt for another.

Every pawnbroker will tell you that his busiest season is just before Christmas.

Ask any employer how many of his employees desire to draw wages in advance around Christmas.

"Christmas stock" and "Christmas prices," with the shops, have come to mean anything that is showy; that can command an exorbitant profit. This is not the shopkeepers' fault. Their business is merely to cater to the demands of their customers.

At Christmas time everybody is going under high pressure; shop folks are worked overtime; the home is neglected; women who cannot afford to purchase gifts overwork themselves in making them. And then while we are all in this highly nervous, non-resisting state, we overload our stomachs by overeating and poison our systems by partaking excessively of sweets on Christmas Day and all in the name of Christ, who were He on Earth, would be loud in his condemnation of the sacrilege.

The average religionist encourages it all in the hope that it will aid religion, forgetting that

religion is most serious and spiritual and has nothing in common with waste, lavishness, greed, gayety, levity and jocularity.

Taking it all in all, Christmas as observed in America, is one grand national drunk, for folks may become as much intoxicated from the spirit of Christmas as observed, as they may from liquor. Furthermore, the katzenjammer or reaction is just as harmful, for every physician will tell you that his busiest time is after Christmas is all over.

The strange part of it all is that those who need the least usually obtain the most. I remember when I was tremendously unhappy at Christmas because of the numerous presents which I received from those whom I knew could not afford to give. Twenty-five years or more back, I determined to discourage so far as possible, the giving to myself, of Christmas gifts.

I frankly requested those whom I knew best, to cease the practice, and ceased myself giving wheresoever I thought my gift would create the thought that there was an obligation to exchange gifts.

I am a great believer in gifts as expressions of affection and friendship. But a trade is in no sense a gift and to crowd this gift giving into one day in the year and at a season when costs are the highest and quality and service at their lowest ebb, is sheer foolishness.

The parent who tries to convince his child that giving that child more at Christmas than any neighbor's child receives, is proof of superior affection for the child, is merely kidding himself.

He is in the class of the rich man who believes it is a mark of affection to supply his child with too much spending money.

A parent's first duty to his child is not to cause the child to believe that the parent loves the child more than any other parent loves his child, but to instill in that child the true principles of life, that the child may grow up a credit to himself and the community.

It is adversity which makes for the maximum affection among members of a family, not prosperity.

While we are forming societies, why not form a Society for the Prevention of Defaming Christ's Memory at Christmas?

In the Spring folks return from Florida and in the Autumn from the summer resorts—always for a much-needed rest.

If your neighbor's chickens take first prize in a poultry show, it proves that your garden must have been a success.

Now that so many states have legislated the race horse out of a job, we may look for further legislation affecting the saw horse.

When the doctor sends in his bill, it is seldom that he remembers it was a strong constitution which saved the patient.

Hard to Please

ONCE we kicked against taxation without representation.

Now we have too much of both.

We sure are a hard lot to please.

By "we" I mean you and me and the others who go to make up the total membership in the Dear Public Club, for we must all remember that no matter to what class or clique we belong, we were born with a life membership card to the Dear Public Club in our hands, and no resignations are accepted.

Which reminds us, that a man who poses as a modern day philosopher, said the other day, "Where moonshine comes from, is a secret still." But we cannot see that there is so much wisdom in that saying. Folks seem to know where to get it, even if the still is a secret.

Another chap said, "Truth lies at the bottom of oil wells. Promoters lie at the top." We like that one better. It seems to be the truth about truth and strange as it may seem, the truth about truth is a scarce article. Most folks prefer to hear lies about truth.

We are so difficult to please.

We sometimes wish that we were a Koll Yum writer. Not that there is much money in the sport. But then it is a sport.

A reader writes in, asking the meaning of K.K.K.

K.K.K. means, "We are against Koons, Kikes and Katholics."

We anticipate that shortly they will add another "K," which will mean Kristians, for no K.K.K.s can be other than antagonistic to all that Christ taught.

We were reading in a scientific paper, that owing to the progress of the radio, control of water vessels, torpedoes, airships and tanks, the next war would be won by the radio. Well, the way our new set sounds, the war must be going on in full force now.

We were up Long Island way last summer on the yacht, and our good Captain Rodearmel, who is some swimmer and an admirer of swimmers and a lover of swimming, came back to the yacht with the tale that there was a swimming instructor over on the beach who was reaping a small fortune giving lessons. Investigation proved that he was guaranteeing to teach his pupils to swim three miles in ten lessons.

And yet so many folks are dissatisfied.

That chap will find himself out of business, though, if that twelve-mile proposition ever goes through.

"My, how New York has grown up," said our French representative, who had not seen New York for fifteen years. We could see nothing surprising about it, for as we have the geography of New York charted, up is the only way New York can grow.

The management of the hotel where we reside has requested the owners of radio sets to

use only the ear sets, in order to avoid annoying the other guests. Now if they will only issue the same request pertaining to the phonographs, perhaps we may get a night's sleep now and then.

One of our critics has taken exception to our recent article entitled "Soviet Russia" and states that Russia distrusts America. Well, when we remember that we sent Russia Trotzky, Emma Goldman, big Bill Haywood and a few others, we don't blame Russia.

It seems that even Russia is hard to please.

Diplomacy is certainly in bad. It failed to prevent war and now it has failed to arrange for peace. But outside of that we assume that diplomacy is all right.

There has been much talk about men returning to the habit of wearing whiskers. We are inclined to think that wearing whiskers is a disease rather than a habit. But so long as the automobile remains, we venture the opinion that whiskers will be noted for their absence.

We respectfully protest against the accusation made in an English publication that we Americans are ignorant as to European geography. We are merely waiting until the Europeans settle upon some definite map. Anything we might learn as to European geography today, would be useless tomorrow, at the rate they are changing the map at present.

Our opinion regarding the occupation of the Ruhr by the French is briefly this. So long as the French are there, they undoubtedly know more about it than we do. That's why we have our doubts concerning the United States entering

WHAT HOUGHTON MAKES

VIM Leather Belting. A 100% leather belt made from the best hides, tanned by the best process. The belt that slips least.

VIM-Oak Leather Belting. A two-ply belt composed of a pulley contact ply of VIM Leather, the other ply being oak.

VIM Lace Leather. A high grade cowhide, tanned by the VIM process and finished for lace leather. The most durable lace leather. Sold in sides, or cut to length. A large quantity of VIM Lace Leather is sold with metal tips, just like you have on your shoe laces. This metal tip is a great time saver, as well as an aid in making a neat belt lacing job.

VIM Leather Packings. For hydraulic and pneumatic uses.

VIM Leather Washers. Oil proof, waterproof and largely acid and alkali proof.

VIM Leather Products for All Mechanical Uses.

Houghton's Cyl-Tal. A superior lubricant for the cylinders of reciprocating steam engines. Lubricates better at half the cost and obviates all difficulty arising from oil in the boiler.

Houghton's Absorbed Oils. The most modern lubricants for general machinery. Cut the cost of lubrication in half and obviate all drip and resulting oil stains.

Houghton's Hydrolubric. A lubricant for the water used in hydraulic pressure systems. It is as essential to lubricate the water of a hydraulic power system as it is to lubricate the steam of a steam power system. Hydrolubric reduces the friction, saves fuel, increases power, preserves packings and reduces repairs.

Houghton's Compressed Air Oil. For the lubrication of compressed air systems. The heat caused by the compression of the air, plus the fact that the air more readily releases its oxygen under compression, usually cause the ordinary run of compressed air oil to carbonize and this oil is designed to give the highest lubrication and meet this special condition.

Houghton's Motor Oils. An especially high grade series of automobile lubricants

sold directly to the consumer. The grade for heavy motor trucks is in especially large demand. The line also includes gear oils, greases, etc.

Lubricating Oils for All Classes of Machinery, such as refrigerating and ice plants, electrical generators and motors, pneumatic tools and machinery, elevator worm gears, etc.

For The Metal Working Industries

Many varieties of Oils and Greases, each suited to give best results in the operations of drawing, drilling, cutting, quenching, tempering and annealing.

A full line of Casehardening Materials made from both bone and animal carbons. There are more of Houghton's Carburizers used for casehardening than there are of all others combined.

Surface Hardening Compounds to take the place of cyanides.

For The Textile Industries

Textile Leather Strapping and Textile Aprons of all sorts made from VIM Leather.

Houghton's Cone Belt. An especially effective leather belt for cone pulleys. Designed so that there will be the minimum of slip on the pulleys and the minimum wear from contact with the shifting fork. In large general use.

Special Wool Oils and Textile Softeners for every process in textile manufacturing.

For The Leather Industries

Leather Oils and Greases for every purpose, including the Houghton line of sulphonated products.

For The Other Industries

Everything wanted in the way of Oil, [illegible] the volatile products.

Then there are many products for transportation companies, such as Marine Oils for steamships; VIM Air Brake Packings for railways, etc.

In fact the line is almost inexhaustible.

E. F. HOUGHTON & CO.

Works:

Philadelphia **Chicago**

the League of Nations. We would not know what we were leaguing about, most of the time.

If we meddle with the affairs of Europe, they complain and when we want to mind our own business, they complain.

Proving folks are hard to please.

It seems to us that it is high time the closed shop should be opened to the public.

Every mother's son of us has some law which he thinks ought to be passed. And every mother's son of us knows that there are already too many laws and now we have every father's daughter with some pet law to suggest. May the Lord help us; we will never be able to help ourselves.

There is entirely too much worrying as to what will become of our young people. It is a safe bet that they will grow old and worry about the young folks also.

Folks are so hard to please.

A song writer was talking to me, going out to Chicago on the train. I don't know where the song writer got the fare. He wanted my advice as to how to make real money writing songs. I said, "Study the public. Today if you can write a song that is crazy enough, your life's meal ticket is assured."

Did you ever stop to think that it would only be fair to obtain the monkey's theory as to evolution? It is pretty tough on the monk, to say that he is related to some humans.

Which reminds us, that if the Ford presidential boom continues to grow, Henry will have an increased stock of Ford accessories, and we think they will not be so profitable. But what's a few accessories, with a presidency at stake?

You know this fellow Bok, who offers a prize of $100,000 for the best plan to avoid war, is a Philadelphian and we Philadelphians don't care how we spend our money, providing, of course, we get results. Considering that the prevention of war would save the World about a billion a year, $100,000 is not too high a price to pay for the formula. We are not competitors for the prize, but by the way of a long shot hazard, we would suggest that we immediately stop all education and drift back to the aboriginal state, when human beings did not possess sufficient intellect to cooperate in tribes, and possessed no knowledge of the science of war. We don't care one hang what the prize winner's solution is; ours will do the trick.

It has been considered bad taste to erect statues to the living, therefore, for many years the Statue of Liberty was in disrepute. But it seems that now it is in perfectly good taste.

My, aren't folks hard to please?

Which reminds us that we are doing this copy while the greatest screen artist on Earth is preparing our dinner, for the steward of the Franeda is working away in the galley on some good smelling chow, and the way he can keep the flies and mosquitoes out of the cabin by adroit manipulation of the screens, is wonderful.

Therefore, if you are not pleased with this copy, it merely goes to show how difficult you are to please.

The reason there is no more is merely because the steward has announced, "dinner is served" and a personal observation of the center table reveals the fact that it is.

So it is ours for the anchovies.

"All the wild ideas of unbalanced agitators the world over in their ignorant and pitiable quest for happiness through revolution, confiscation of property, and crime, cannot overthrow the eternal truth that the one route to happiness through property or government is over the broad and open highway of service. And service always means industry, thrift, respect for authority, and recognition of the rights of others."

W. G. Sibley.

Extracts from two letters that arrived in the same mail:

"I admire and compliment you upon your self-evident broad mindedness in all religious matters and your appreciation of the fact that religion must save the World."

"Your self-evident lack of regard for religion and all that religion stands for causes me to request you to no longer insult me by mailing me The LINE."

Riches

THE public will never be grateful to a rich man and no intelligent rich man ought to expect it.

This should not deter the rich man from doing what he can to benefit the public.

Ingratitude to the rich is one of the penalties of being rich and every good sport who has become rich ought to be willing to pay the price.

No rich man is fit to be rich unless he realizes the responsibilities which go with riches.

The rich man who refuses to help because of the ingratitude of those he helps, is not in his proper environment.

The rich never have and never will receive justice. The fact that this is not right should not cause the rich to rave. The poor man has to take the worst of it now and then also.

There is no more justice in robbing the rich to serve the poor than there is in robbing the poor to serve the rich. But the industrious and thrifty must pay the penalty of being industrious and thrifty and that penalty is to be robbed.

No one ever heard of a pauper being robbed, but who wants to be a pauper, just for the sake of avoiding being robbed?

If Germany would sell one side of her paper money for advertising it would bring quite a revenue.

Off the President's Bat

TO be appreciated, or if you want it put the other way, to be justly criticised, The LINE and its objects must be understood.

Owing to the continuous performance of everlasting changes in the mailing list, it is necessary that I should take some of the valuable space, which might otherwise be devoted to more important and interesting topics, to explain about The LINE.

The LINE is a purely, personal expression of my purely, personal thoughts. I don't expect many of my readers to agree with these thoughts and I would not write The LINE if I did, for in that case it could do but little good.

It is thoughts opposed to our own which make for our benefit; thoughts which agree with our own merely tend to make us egotistical.

There is no use becoming angry and holding the Company responsible for my personal sayings, for E. F. Houghton & Co. is an artificial individual created by the laws of the State of Pennsylvania, and has neither thoughts nor opinions, and my associates are as apt to disagree with my opinions as any other readers.

I do not agree with the view of the agnostic, but I cannot fail to appreciate that the man who is honest enough to boldly declare his agnostic beliefs, is a far safer man with whom to do business than the man who believes and does not live up to his beliefs, or the man who does not believe and pretends to believe.

If you insist upon making the error of looking upon myself as the whole Houghton shooting match, you must admit that you at least are acquainted with me, after you have read The LINE a year or so. Perhaps the other fellow with whom you are not acquainted, would offend you even more than I do, if he had the courage and honesty to publish his thoughts.

The LINE endeavors in a way, to supply the human touch, which unfortunately "Big Business" has very largely eliminated from modern business.

In most large businesses "The Old Man" is too busy to get acquainted with the Company's customers, or have them become acquainted with him.

Through the medium of The LINE I am perhaps more widely known in the industrial field than any other American, and because of the thousands of letters which The LINE inspires, I am pretty well acquainted with our customers.

The LINE is undoubtedly the most successful publicity medium which has ever been employed in the industrial field.

By this I mean, that no one will buy from a concern whom he does not know. Acquaintance, confidence and desire are the three stages which lead up to a purchase. You must first know a man, then you must have confidence in him and then you must desire his commodities or service, before business is transacted.

The LINE undoubtedly gets us acquainted in a most wonderful manner; I am inclined to

think that it is a great factor in generating confidence; to what extent it creates a desire for the Houghton Products I never could estimate.

The success of The LINE is not so much a compliment to myself as it is to the readers.

In 1881, when I first started out with a sample case, the buyer was a veritable tyrant. The seller had no right to views which differed from those of the buyer. Or if the seller did have different views, he was not supposed to express them.

The successful salesman of those days was the one who knew best how to practice the dishonest arts of flattery and toadying.

As a result, business was one continuous performance of sharp practices, on the part of the seller.

I do not claim to have been free from the taint of this old time custom, for I was inclined at first to play the game according to the rules, and I am free to confess, that although I am the son of a Baptist minister, I went to mass more than once for the purpose of cinching an order.

For fifteen years I have published my thoughts freely in The LINE, saying what I choose about any subject I choose, without the slightest thought or care as to whether the readers would or would not agree with me, and have circulated this publication among the present and prospective customers of the Company, whose chief executive I have the honor to be.

The fact that since the beginning of the publication of The LINE, our business has grown

from insignificance to an unchallenged first place in our particular field of endeavors, and the fact that I am the recipient of more invitations to make public addresses than any man not in public life, are not so much a compliment to me, or a testimonial to any particular achievement of mine, as they are a compliment and testimonial to the broadmindedness and liberality of thought of the men who own and operate our industries today. They prove more than anything else that our industries are in safe hands and there is no necessity for governmental control or interference.

The LINE is not mailed regularly to firms or corporations, although we do at times mail to others than individuals temporarily, in our campaigns to increase our circulation to individuals.

But to receive The LINE regularly, you must give your individual name, your position, the name of the firm or company with which you are associated, and post office address.

The LINE is a game which we play without a limit. The annual appropriation for its publication has been $100,000 for the last ten years, but at no time have we ever been able to spend that much, because of our inability to increase the circulation sufficiently.

We have come near it at times, but owing to the fact that the cost per copy has been reduced, as we have increased the circulation, we have never quite reached the total appropriation.

The largest circulation was reached just before the war, when we were mailing 105,000

copies per month. But owing to the fact that so many of our readers enlisted and the conditions of war changed so many addresses, the circulation fell off to 42,000 by 1918.

It is a great testimonial to the interest which our readers have in The LINE to remember that of this 42,000, 12,000 went overseas.

In other words, the boys over there wanted their LINE every month, and requested us to mail it to them.

At first the Government objected, on the ground that The LINE was purely an advertising proposition and they claimed that they could not have their mail clogged with promiscuous advertising, but when we explained the attitude of the Government to those who wanted The LINE, they raised such a protest that the Government accepted The LINE as desirable literature. The LINE was also on file in the various reading rooms of the Salvation Army, Y.M.C.A., K. of C. and Red Cross.

The process of building up The LINE circulation, after the effects of the ravages of the war, is a long and tedious one, but I will be very much disappointed if we do not run out of this year well over 100,000.

I have no desire to impose my private views on anyone.

There are a substantial number of the Company's customers who have no desire to read The LINE.

On the other hand, I do not want a single person who desires to read The LINE, to be

denied the privilege, if he comes within the field of those who are eligible to receive it free.

I don't want paid subscribers.

The LINE is written for a selected class of readers, men who occupy executive, or semi-executive positions in industrial establishments—officers, directors, purchasing agents, superintendents, master mechanics, engineers, foremen, storeroom keepers, chemists, metallurgists, master smiths—in fact, any person whose knowledge of the Houghton Products is liable to be of benefit to either him or ourselves.

It makes no difference how many individuals connected with one establishment are on The LINE mailing list. We have over one hundred names connected with one steel plant and sixty names connected with one textile mill.

The greater the circulation the better will be the quality of The LINE.

It is written, from cover to cover, by myself, outside of my office.

When the circulation became reduced, we could not afford to issue it monthly and I only had a limited amount of help. By help I mean proof readers, and those who are capable of making suggestions, and otherwise reduce the labor, for the actual writing is easy; the difficult task is to obtain the proper inspiration and information.

Since the circulation has been climbing up I have been enabled to obtain the services of an additional proof reader and a publicity secretary and I would like to get over the 100,000 mark

so as to ask the Board for a research secretary, whose duty it will be to compile for me the result of research efforts in our field.

We complete The LINE in every detail in our own plant, where we operate three cylinder and three job presses, a Monotype outfit, folders, cutters, binding machinery, etc.

So if you will send us along some names for our mailing list, under the conditions herein specified, you will make for a bigger and better future for The LINE, which in turn will make for an improved publication, meaning the reading matter throughout will be more interesting, instructive and profitable to every reader.

In describing an ideal suburban residence for sale, the seller wrote, "Thirty minutes by train from the city and forty-five minutes by telephone."

If, in the endeavor to get and keep labor on the farm, the farmer feels compelled to compete with the modern industrial welfare movement, he will have to put phonographs on the farm machinery and give movies in the barn.

Having established communication with her deceased husband through the ouija board, a widow asked him whether he was happier than when he was on Earth and, rather to her chagrin, the board spelled, "Yes." She sighed and said, "Heaven must be a wonderful place," but then, on second thought, she asked him, "Where are you?" and the candid board spelled, "H-e-l-l."

Willie Wiseman

THE other day Willie drifted into the office of one of the big concerns in Willie's territory and was greeted by an office boy, which, of course, goes to prove that the concern, though big in size, was not big in mind, for if there is anything which is behind the times it is to have the callers in an up-to-the-minute business organization greeted by an office boy, or a flapper.

Willie inquired: "Is Mr. Dougherty in?"

"No!" said the sapling.

As Willie had seen Mr. Dougherty enter the building before him, Willie knew that the boy was not telling the truth, so Willie said:

"Young man, do you know what they do with boys who lie?"

"When they get old enough the Company sends them out as traveling salesmen," was his modest reply.

Willie felt, after that, that an interview with Mr. Dougherty was superfluous.

Therefore, exit Willie.

The other day we called, with a letter of introduction, upon a lady. After waiting for some time, a lad, evidently her brother, meandered into the reception room. "Is your sister making up her mind to come down to see us?" we asked. "It is not her mind, but her face she is making up," is what that poor, innocent, little twentieth century lad replied.

willing to pay for quality; all he asks is that proof of quality be submitted.

So that's that.

I HAVE before me the most remarkable advertisement that it has ever been my privilege to read. It is a mailing card issued for the purpose of creating sales for a particular brand of vegetable tanned leather belting.

Unlike Dave's advertisement, this card is the sort that brings suspicion and distrust upon the entire leather belting trade.

The company issuing it is a member of The Exchange, and the individual who is supposed to be the originator of the copy is credited with being one of the livest wires in the trade—a man who has addressed The Exchange at one of its annual meetings. Furthermore, I have had the privilege of meeting this gentleman personally and have never heard anything, but that which was favorable, concerning him.

Nevertheless, the advertisement is typical of precisely that sort to which I object as reflecting upon the dignity and character of the belting trade in general.

The advertisement reveals to the experienced advertiser, well-versed in the leather belting business, the desperateness of the

creator of the copy for some ways or means by which he may convince the readers of the advertisement that his particular make of leather belting is superior to all others. So he heads his advertisement:

"Identifying Leather Belting Quality"

The advertisement then proceeds to vaguely refer to some tests not accurately described as being made by the belting manufacturer, to whose belt the advertisement is supposed to refer and then it states:

"The United States Government, The Leather Belting Exchange and some of the largest manufacturing institutions in this country have all agreed that these tests enable the buyer to definitely determine the quality of the leather belting delivered to them."

But the advertisement omits all identifications of what particular specifications or tests it refers to, but inasmuch as Specifications No. 37 are the only leather belting tests upon which the United States Bureau of Standards (not the United States Government) and The Leather Belting Exchange have agreed, it must be Specifications No. 37 to which the advertisement refers.

Why, therefore, did not the producer of the copy come right out and frankly state that their leather belting conformed to the

U.S. Bureau of Standards' Specifications No. 37, approved by The Leather Belting Exchange? For that is certainly what the advertisement intends to claim.

Perhaps the reason is because Specifications No. 37 permit of the use of leather tanned by any combination of vegetable tanning materials, while the official catalog of the company issuing the advertisement which I am criticising, reads, "*We use only A-1 selected steer hides, oak bark tanned in the old-fashioned, long time process.*"

Then again identification of Specifications No. 37 is omitted perhaps, because the author of the advertisement realized that he was only one of thirty-three members of The Leather Belting Exchange and inasmuch as Specifications No. 37 were officially approved by The Exchange, they were approved as much by the other thirty-two members as by his company and the result of disclosing the identity of Specifications No. 37 would be merely to say to the public, "We have nothing more or less than at least the other members of The Leather Belting Exchange."

Perhaps again, Specifications No. 37 are so outrageously deficient that the author did not care to be identified openly with them.

Here are some other statements in the advertisement to which I object, as tending to reflect upon the reputation of the leather belting trade generally, because the statements are ridiculously false:

"Our belting butt acceptance specifications are the most exacting known to belt manufacturing."

*"***** workmanship is all skilled handwork by a trained organization of belt makers, rare to belt making."*

*"***** belts are celebrated for having less stretch than any other leather belts."*

*"***** provides belting in which the exact test of practically every inch of each belt is predetermined*****."*

I claim that it is this sort of thing that is making the leather belting manufacturers ridiculous and causing the belt user to lose confidence in leather belting and turn to the use of fabricated belting, the manufacturers of which seem to have a more comprehensive idea of how to create confidence in the buyer.

Bluff, bluster, false statements, intrigue and all other questionable practices must be eliminated from the leather belting trade, if it is to hold the place which the merits of first quality leather belting entitle it to

hold and the efforts of The Leather Belting Exchange, if applied to the purification and reform of the advertising literature of the trade, would accomplish more real effective work than all their so-called research can accomplish in a century.

The Leather Belting Exchange officially is asleep. It lacks comprehension of modern merchandising. It fails to realize that these are the days when the buyer demands frankness on the part of the seller.

I remember when the oil business was in more general disrepute than even the leather belting business is at the present time, and I flatter myself that I was one of the important factors in aiding to bring the oil business to its present high standard. The same thing may be done with the leather belting business. But it must be done by the application of honest effort.

So that's that.

IT was certainly refreshing to open my July 14th copy of that most wonderful publication, the *Textile World*, and note on page 46 the announcement of the AMERICAN SOLE AND BELTING LEATHER TANNERS.

The advertising artist who was responsible for that copy knew his business. Every

statement is clear, well-defined and to the point.

Here is the first paragraph:

"*The sole and belting leather tanners of America jointly plan to tell the truth about leather to the public.*"

That's what we want—the truth.

Belting leather is neither better nor worse because an untruth is told pertaining to the process of tannage which has been applied to it.

If the old-fashioned oak bark process is a back number, let's know the truth. If the majority of the leather belting manufacturers who are members of The Exchange have been misrepresenting their belting, let's know it and forgive and forget all about it and start fresh.

If the AMERICAN SOLE AND BELTING LEATHER TANNERS will publish the truth regarding leather belting, it will give The Leather Belting Exchange another opportunity to "collaborate" and "approve."

Well, that's that.

THERE now comes along one Harold M. Roberts, who, if he is as good as he was when I knew him some years back, is one of the best ever. He is the "Belting engi-

neer" for one of the most extensive manufacturers of vegetable leather belting in the United States. His company is one of the very oldest manufacturers of mineral tanned leather belting. They make chrome leather belting now, as a side line. Mr. Roberts has a most able article in the June, 1923, issue of *Belting*, entitled, "CHROME LEATHER BELTING—WHAT IT IS AND WHAT IT DOES."

It should be remembered that VIM and chrome are both mineral tanned leathers, but as different as is an old-fashioned slow oak bark vegetable process from a combination quick process vegetable tanned leather.

Mr. Roberts evidently is of the opinion that the old-fashioned slow oak bark process produces the best vegetable tanned leather, for he says in his article, "*Oak is vegetable, long-time tannage.*"

Our claim for VIM Leather Belting has been that it will do all that chrome will do, plus. Just as the vegetable tanned leather belting manufacturers claim that the old-fashioned slow, oak bark tanned leather belt will do all that any other vegetable tanned leather belt will do, plus.

Here are some of the things which Mr. Roberts says pertaining to chrome leather

belting, which are also true of VIM Leather Belting:

"Possesses a far greater density of fiber per cubic inch and a much greater tensile strength per inch in width than oak tanned leather."

"Is extremely pliable, which greatly increases the coefficient of friction."

But here is a quotation from Mr. Roberts' article which does not apply to VIM Leather Belting, and as Mr. Roberts represents a concern which has had much more experience with chrome leather belting than have I, I must accept his statement as true.

"Chrome belt is not a 'cure-all,' and should not be advocated except where conditions are abnormal and the belt is subjected to gas, acid fumes, oil or exhaust steam."

Perhaps Mr. Roberts has proven precisely what I have desired proevn by some well-known, high authority on the subject: that VIM and chrome, though both of the mineral tanned family, are not alike. For Mr. Roberts frankly admits that chrome should not be sold for other than abnormal drives, while there is in actual use several millions of dollars' worth of VIM Leather Belting, upon such normal drives as main

engine drives, countershaft drives, loom drives, machine tool drives, general tanning machinery drives and general textile machinery drives; in fact, we sell VIM Leather Belting for general use with precisely the same freedom as we formerly sold vegetable leather belting when we were engaged in that business some years back.

Mr. Roberts' article admits the inferiority of oak leather belting, because he advises the use of chrome for abnormal drives. Abnormal drives are where abnormal service is demanded. I fail to comprehend why a belt which will give satisfaction under abnormal conditions, will not give satisfaction under normal conditions.

Perhaps after all, it is a case of not being able to serve two masters. I believe that E. F. Houghton & Co. is the only concern which confines itself exclusively to the manufacture of leather belting composed either wholly or substantially of mineral tanned leather and of which belting the mineral tanned leather is the principal feature. The other makers of mineral tanned leather belt sell their mineral tanned leather belt mostly as a side line.

A leather belting salesman, who applied to us for a position, informed us, that in his former position, his instructions were to

not sell chrome tanned leather belting, unless he came in competition with VIM and then cut the price to the lowest figure.

Perhaps if you are a user of chrome leather belting, on abnormal drives, it might be worth your while to try VIM on some of the normal drives. The VIM competition might bring down the price of your chrome.

E. F. Houghton & Co. makes this claim and is willing to stand by it: that compared with any vegetable tanned leather belting under any condition of service, where it is practical to operate a mineral tanned leather belt, VIM Leather Belt will prove the most economical in the long run, because VIM will slip less, is more elastic and will relieve the frictional load, will require less care, and will last longer. In lasting longer there are taken into consideration the contingencies to which all belting is subjected more or less, such as jumping the pulleys, parting at the laps, tearing out at the lace holes, etc,

So remember this:

According to the recognized belting engineering authority of a well-known chrome leather belting manufacturer, chrome leather belting should be used only for abnormal service.

The facts are that millions of dollars' worth of VIM Leather Belting are in use on normal service.

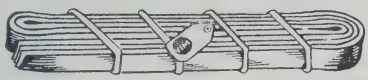
So that's that.

NOW just one word about belt fasteners: prejudice against lace leather as a belt fastener was created because the rawhide lace which was generally used, was bulky, hard and became brittle in service.

VIM Lace Leather has no such objectionable features.

Neither you nor I have much time to waste upon such an unimportant subject as lace leather, and yet, while the trade of any one concern on lace leather is an insignificant item to our Company, the use of the proper belt fastener is as important to a belting user as the quality of the belt itself.

And that's that.



The OILS THAT STAY PUT

AS I send this copy along to the print shop I am handed a pamphlet entitled, *The* OILS THAT STAY PUT, which is just off the Houghton Press.

HEART TO HEART TALK

It is a concise, technical treatise upon the highly technical subject of lubricants and lubrication, in non technical language, so that it will be rapidly comprehended by all.

Its object is to show how and why **Houghton's Absorbed Oils** will cut the cost of the lubrication of general machinery in half.

While the pamphlet is new, the product is ten years old and largely and generally used.

There is no new principle of lubrication involved, merely the application of old and well-known principles by a somewhat new method.

But the story is so thoroughly and simply told in the pamphlet, you had better obtain the pamphlet and get the whole story told best.

The gentleman connected with your establishment whose judgment guides you as to what lubricants you shall use, will be more than pleased to receive this pamphlet. Send us his name, mention this offer and we will mail him the pamphlet, *The* OILS THAT STAY PUT, free of charge, postpaid.

CHAS. E. CARPENTER,

President.

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Comm R.R.

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The HOUGHTON LINE

REG. U. S. PAT. OFF.

VOLUME XXXI
NUMBER ONE
JANUARY 1924

The Price

A MODERN LINE OF THOUGHT

The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/-per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisements are facts.

Established 1865

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P. O. Box 6913

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

IN the first place, let it be distinctly understood that I am not a "Trust Buster."

I have always been opposed to the Sherman Anti-Trust Law and still am.

I was opposed to the dissolution of the Standard Oil Co., not because of any prejudice in favor of the Standard, but because I anticipated that the Standard (if it required regulation) could be better regulated as a single unit than if segregated into numerous units. I published my prediction, at the time the decision dissolving the Standard was rendered, that it would work a great public injury. I believe that opinion in now rather unanimous.

I am not much of a believer in old-time axioms. Perhaps that is why I originate axioms of my own. "Oil and water will not mix," was never true. When it was supposed to have been true, it was merely because folks did not know how to make oil and water mix. Today a substantial portion of the Houghton plant is devoted exclusively to the manufacture of oil that will mix with water.

"Competition is the life of trade," is another old-time wise guy phrase, in which I never took much stock. Competition is for the most part 100% waste and the public pay the bill. If you ever motor into Philadelphia and come in by the Roosevelt Boulevard, you will notice that almost every known oil company specializing upon gasoline, has a service station in the eight miles from the beginning of the Boulevard to Hunting Park Avenue. Some have two and some as many as four or five stations in this distance. Two good sized stations, one on each side, could serve the requirements of the public. The waste of the overheads upon the unnecessary stations and the help which is mostly idle, must come out of the price which the public pay for the gasoline. Here is a self-evident illustration of how competition creates waste and how the public must pay the bill.

"Oh! But Carps!" I hear you say, "If there were no competition, it would give a monopoly to some one concern who would abuse the power by overcharging."

That's the hell of it.

Concentrated power in the hands of the fewest possible number of individuals, is the ideal economical and efficient way of doing almost everything, including running a government. This as you will appreciate,

is directly opposite to the socialistic and bolshevistic theories, which advocate placing the power in the greatest number—the whole people.

The Kingdom of Heaven is conceded to be an absolute monarchy, and yet an absolute monarchy is the most despised form of government on earth, but the only possible form which the human mind has the power to conceive for Heaven. In other words, as much as we may detest and rave against an absolute monarchial form of government, it is the only perfect form of government which the human mind is capable of conceiving.

But there is this one great distinction and that is, that it is beyond the power of the average human being not to abuse power when too much of it is in his hands. There are some exceptions. Some of our happiest peoples have been those who have lived under the reign of a benign, absolute monarch. In every instance, the unhappiest peoples have been those who have attempted to govern themselves.

There are many evils of competition which might be regulated by trade agreements ("restraining trade"), which the Sherman Act prohibits.

As an illustration, take the evil of overproduction. Here is the way that works. Let us take the belting business as an illustration.

There will come a period of industrial depression. Stocks of leather belting in the storerooms of the belt user will diminish; belting will be removed from idle machinery to replace worn belting on moving machinery; stocks of belting in the hands of the retailer, jobber and manufacturer will be reduced to the minimum. Then suddenly industry will revive; the belting manufacturers will not be able to supply the demand with the capacities of their plants. The demand is not for normal consumption, but to replenish all of the depleted stocks and renew the belting which had been removed from idle machinery. Practically every leather belting maker obtains more orders than he can fill; so a substantial number of them enlarge their plants. Then the vacuum of stock, which created the abnormal demand, is filled and belt sales come down to the average of normal consumption. Immediately the leather belting manufacturing trade finds itself overplanted. In many instances it is impossible for the overplanted belting manufacturer to carry the additional overheads created by a partly idle plant. The plant must be

operated to a normal capacity or be operated at a substantial loss. This creates a price cutting competition which in turn leads to a quality cutting competition; financial failures follow as a natural sequence, all of which the good old patient public pay, kidding themselves into believing that, "Competition is the life of trade."

But I don't believe that such an evil as overproduction could be properly regulated by the government. It would be a grand, good thing if it could be, but we are too apt to make the error of concluding that be-because a thing should be, it can be. In considering governmental control, we should remember that it means control by human beings.

In other words, those who constitute the personnel of our government are not super-human men, but for the most part job-hunting, underpaid politicians, appointed for their political influence, or service to their political party, or political service to the successful candidate. This condition has always existed and always will and no civil service law will eradicate it, although civil service may raise the standard of intelligence of the appointees. But so long as the baseball leagues can afford to pay a judge to pass judgment upon their disputes, four times more than the government is

willing to pay the same judge to pass judgment upon the affairs of the public, just so long will baseball obtain better justice than the people. With very few exceptions, the best people in any line do not seek governmental positions and most of those who do seek governmental positions look upon them as temporary makeshifts, which they hope will lead to better things.

But it would seem to me that the leather belting manufacturers themselves could regulate this overproduction, if they were organized properly. The proper organization, I take it, would be under governmental laws and make membership in the association compulsory with each member of the trade. In other words, the government should stop its brutality against business. Instead of passing laws which compel wasteful competition and instead of permitting the conduct of business on the basis of "the survival of the fittest" (all of which is largely responsible for high prices), the government should not attempt to control business, but act as an umpire, to see that business is permitted to control itself.

The government should not only permit such trade bodies to do everything they desire to do, providing such things are not wasteful and injurious to the public, but

it should prevent them from doing anything which is unfair and injurious to any member of the trade.

With these declarations of principles, it may be seen that I am most decidedly in favor of trade associations and I have seen to it that our Company has joined every single association to which we have been invited, unless counsel has advised us to the contrary.

Our Company never was and is not now a member of The Leather Belting Exchange. We were solicited to join The Exchange and because of my favorable attitude toward trade bodies generally, I was in favor of doing so. But our Board of Directors had passed a resolution providing that the Company or its representatives, as representatives, should join nothing without first having the approval of counsel. Counsel investigated the workings of The Leather Belting Exchange and rendered an opinion that it was an illegal combination in restraint of trade, and declined to approve our Company becoming a member. So you may appreciate that it was through no feeling of resentment, or conscientious objection to legal trade bodies, or with no feeling other than the best toward the individual members of The Exchange, that we were compelled to decline

to accept their invitation, to become one of their number.

The opinion of counsel for our Company, that The Leather Belting Exchange was an illegal combination in restraint of trade, seems to have been confirmed by an opinion of the United States Attorney General.

When I presented the opinion of counsel, as my reason for not permitting our Company to join The Leather Belting Exchange, a member of The Exchange, one who now occupies one of the highest official positions in The Exchange, wrote me: "The Leather Belting Exchange has been organized upon precisely the same lines as the Portland Cement Association." Inasmuch as the United States Courts recently ordered the Cement Association dissolved, it would seem to still further confirm counsel's opinion that The Leather Belting Exchange is an illegal body.

Personally, I was very sorry to hear that the Cement Association had been ordered dissolved, because I believe it has been doing a wonderful, public good. Certainly we all know more about cement and how to effect the many wonderful economies by its use, because of the concerted action of the Cement Association.

HEART TO HEART TALK

I sometimes wonder if the reason the government has never proceeded against The Leather Belting Exchange is because The Leather Belting Exchange seems to have succeeded in working injury against no one but those engaged in the manufacture of leather belting, including its own members. For it is a fact that The Leather Belting Exchange has worked untold injury to its own business. But there may be a method in its madness.

Perhaps the government has been deceived into believing that the alleged research efforts of The Leather Belting Exchange are of public benefit.

So far as I know, the research efforts of The Leather Belting Exchange have resulted in proving:

1. It is best to run the grain side of a belt next to the pulley.

2. It is best to run a belt with the laps.

3. Some belts slip more than others.

4. On horizontal drives, the loose side of the belt should be on top.

Had it proven that water was wet; the earth was round; that lead was heavier than feathers, or that a straight line was the shortest distance between two points,

it would have contributed about as much that was new and useful to society.

The publicity given to its research work has made The Exchange ridiculous in the eyes of the public interested in belting and caused all leather belting manufacturers to be looked upon with suspicion and aided tremendously in encouraging the substitution of fabricated belting for leather belting.

When the late Robert H. Foerderer originated VIM Leather, it was not his intention to either make belting of it or grant a monopoly of the making of belting from his tannage of leather, to any one concern, so it became my duty to try to interest the more extensive manufacturers of leather belting in the project of making VIM Leather Belting.

There was only a difference in intensity, or what one might designate as "muchness," in the manner in which my proposition was received. I was looked upon with pity; as merely one more poor crank who was "nuts" on the idea that he could improve on the oak process of tannage; a process which had endured since before the days of old King Tut. The perpetual motion crank

was supposed to be a concentrated essence of intelligence, compared with myself. I was accused of having nothing but the old chrome leather, which had repeatedly failed to prove merit when made into leather belting. There was not a single one of them who would condescend to give my VIM Leather a trial. They KNEW IT ALL. VIM was worthless.

It is a fact that I fooled around for over ten years trying to find some leather belting concern with intelligence enough to properly make and market VIM Leather Belting and failed completely.

When, however, Mr. Foerderer died and E. F. Houghton & Co. purchased the VIM Leather business from the Foerderer Estate, and began the manufacture and marketing of VIM Leather Belting, upon an extensive, practical scale, it took less than five years to establish the highest reputation for VIM Leather Belting, while today it stands unchallenged as the premier quality belt of the World, possessing a large international sale.

The result of the success which E. F. Houghton & Co. made of VIM Leather Belt, brought about a change of front on the part of those leather belting manufacturers who formerly declined to even

give VIM Leather a trial. In a very short time they began to offer the belt user, "Just as good as VIM." Some of them now are even so bold as to call their imitations of VIM, "Chrome," in spite of their former condemnations of chrome leather for belting.

With this demonstration of ignorance in mind, for a while, I was inclined to believe that the research work of The Leather Belting Exchange was a reflection of the composite ignorance of its members. That the members of The Exchange did not really know as a fact, or had never been convinced that the grain side of a belt should be run next to the pulley; that a belt should be run in the direction of its laps; that some belts slip more than others and that on horizontal drives the top should be the loose side of the belt. It seemed almost incredible, but yet they had shown their ignorance in inability to appreciate the merits of VIM Leather; in fact, the general attitude of all the leather belting manufacturers whom I solicited on behalf of VIM Leather, was that there had been no improvement in the manufacture of belt leather for ages and that the manufacture of belt leather had reached perfection and could not be improved upon.

Continued on page xiii

The HOUGHTON LINE

REG. U. S. PAT. OFF.

JANUARY 1924

VOLUME XXXI NUMBER 1

Line Logic

Bryan claims that wealth is a disease. But Bill has chased many a microbe.

The candidate stands for what the people will fall for.

A new strike seldom occurs until the old one has ceased to hurt.

A financial statement containing frozen assets creates the banker's icy stare.

The immigration law does not seem to keep out the Scotch.

If one could obtain a bridle of mutton instead of a saddle, one would have a better chance of obtaining a bit in one's mouth.

Anyhow the flapper does not faint to attract attention as was the custom of her grandmother.

A suggested title for a song is, "Since Dad has joined the Klan, the house is short of bed linen."

It takes a brave man to be a burglar, for he never knows when some woman will mistake him for her husband and shoot.

No honest doctor will prescribe too much hootch and a crook doctor can't be regulated by law.

The fact that Chinese bandits do not use automobiles proves the backwardness of the Chinese nation.

The reckless rider must go. We all know that. But the reckless rider thinks he must go fast.

SUCCESS. The power which expands the hat band in youth and the waist band in middle age.

The professor in Greek receives about $3,000 per year and the football coach about $12,000. But no one ever heard 50,000 people going wild over a Greek recitation. Proving that noise commands a high figure.

The Price

"MY God! It must be awful to be hated as is Rockefeller."

Is what a guest on the good Yacht Franeda handed out to me, as we sat on the quarter-deck enjoying the cool breezes of the Barnegat Bay, one hot day toward the latter part of September.

I was surprised, for the speaker was a learned judge, to whom I had credited wiser thoughts.

If there is one person in the whole World, who does not care a cuss what the public think of him, it is John D. At least, that is my personal opinion. I base this opinion, not on my personal acquaintance with the gentleman, for I have never even had a "close-up" of him, but on my knowledge of human nature and Mr. Rockefeller's accomplishments.

I believe John D. to be the most wonderful man of the present age and that there has lived no other man in his class; that is, in these times. But if it should come to pass that I am wrong and he does know and does care about public opinion, concerning himself, then he is the most wonderful man of all times. For, if knowing of the public hatred and caring about it, he possesses the character to do the great public good which he has done and to comprehend and put into effect the Rockefeller Foundation, he must be superhuman and I don't believe he is.

I believe Mr. Rockefeller is tremendously concerned about Mr. Rockefeller's opinion of Mr. Rockefeller and when he satisfies that

opinion (which he probably never does), he is satisfied with himself.

Mr. Rockefeller learned years before he became successful, that unjust public condemnation is the price one must pay for success. He accepts it as part of the game, just as a boxer accepts a cut lip. He knows that the chap who jumps into the ring has got to take a punch.

When he gives away his dimes, he does so perhaps, remembering what a damned fool "Coal Oil Johnny" made of himself, throwing away his ten dollar bills on Broadway.

Great God! Is it not a queer public, who will criticise a man who has given in millions of dollar units, because at times he prefers to give in one dime units?

I hold no brief for Mr. Rockefeller, or does he expect or need me to defend him.

Mr. Ford has honestly tried and has perhaps succeeded, in giving to the public, an automobile, at the minimum of cost. Incidentally Mr. Ford has made a personal fortune, to which he is entitled.

Because of this, for I take it that Mr. Ford has had no time to do much else, folks propose to make Mr. Ford President of these United States.

Mr. Rockefeller honestly tried and for a while was succeeding, to give to the public, petroleum products, at the minimum of cost. Mr. Rockefeller also acquired a personal fortune for himself. But there was no talk of making

Mr. Rockefeller President. Instead, the great public proceeded to pass laws which made it impossible for Mr. Rockefeller to do precisely what Mr. Ford is doing.

Ford pays the highest rate of wages to his employees and so did Mr. Rockefeller.

But there is one great difference between the two men.

Ford seeks the spotlight of publicity, while Rockefeller has always avoided it.

Everyone knows about the wages Mr. Ford pays, but perhaps The LINE readers are being informed for the first time that never during Mr. Rockefeller's activities in the Standard Oil Co., was there a strike, or general dissatisfaction concerning wages, in any of the Standard's works.

Once, when I was a very young man, but yet an ardent student of psychology and public opinion, I had occasion to meet, at the luncheon table, a group of Standard Oil people, at a time when the public in general and the press in particular, were giving Mr. Rockefeller "Merry Hell" and I said:

"You folks will live to regret the day of your present, silent policy. The World is awakening to a condition where it demands to be taken into the confidence of those who do things. It is suspicious of those who are silent."

But Mr. Rockefeller's policy of silence was never altered, so long as he was in command. Far be it from me to say his policy was wrong. I take it for granted that he had his reasons and that they were good reasons. When a man makes

the greatest success that has ever been made, by any man of his time, it is fair to presume that he knew what he was doing, at the time he did it.

I am inclined to believe that Mr. Rockefeller accepted public condemnation as part of the price.

Or are the public any nearer right today, as to the oil business in general, than they were when Mr. Rockefeller was in the saddle.

A substantial number of folks, perhaps a majority, are of the opinion that any time Mr. Rockefeller desires a hundred millions or so, for his own personal use, he advances the price of gasoline; when gasoline goes down, it is merely a scheme on the part of Mr. Rockefeller to squeeze out competitors.

Others, undoubtedly a decided majority, believe that these same things are brought about by some mysterious group, known as, "The Standard Group."

They seem to think that if there did not exist some such price control group, the various companies would cut each other's throats, while the public fattened on the slaughter.

But in the same breath, this same public will complain that the general retailers of all commodities, are profiteering, and that it seems to be impossible to inaugurate the old time price cutting methods, among the retailers. Yet they do not pretend to believe that there exists some mysterious group of retailers who fix prices.

One of our so-called statesmen, in fact I always thought he was a statesman, arose in the United States Senate and assured the public,

that because of this mysterious price fixing power, we were going to have dollar gasoline in the near future, and then to prove the truth of his assertion, gasoline went to six cents a gallon in some districts. And yet this statesman is talked of as a presidential possibility.

One day I made a social call on one of our customers, and I was greeted with the following:

"What sort of a business is this oil business, anyhow? The other day a salesman called on me and claimed that he could sell us the very same oils that Houghton sold us, because his Company was a Standard Oil concern and Houghton had to buy their oils from a Standard concern. But the policy of the Standard was to sell direct to the consumer, so by giving him the business, we could save Houghton's profit.

"Following directly on his heels was another oil salesman, who on being informed that we bought from Houghton, said:

" 'Houghton is merely one of the Standard crowd. My Company is independent; you ought to give the independent companies the preference, not only as a public duty, but in self-protection.'

"Well, what did you say?" I asked.

"I assured him that I thought he was mistaken and that Houghton was independent of all other connections, whereupon he replied:

" 'You don't think Houghton would ever have made the success they have, if the Standard were not back of them, do you?' "

Ford seems to owe much of his popularity to the belief that Wall Street (a mysterious hob-

goblin), was after him and he beat them to it. But did anyone ever suppose that the hobgoblin never went after Rockefeller?

The truth is, that the World believes what it wants to believe.

I was coming into the city from the Whitemarsh Valley Country Club and was giving the President of one of Philadelphia's prominent banks a lift in my car, when he volunteered the opinion that there was no real competition among the great oil companies, and that they were all more or less under one control.

As we came down Broad Street from the north end of the city, we passed, within the confines of a very few blocks, six elaborate, gasoline filling stations, of magnificent, architectural design and costly construction, any one of which had the capacity to fill the total demand for gasoline in that neighborhood. Naturally the superfluous, overhead expenses are a waste and of course the public have to pay this waste in the price of their gasoline.

"If you are correct, why this useless waste?"

I made bold to ask.

But he wanted to believe that he was being robbed by some mysterious, unidentified group, and he believed it.

If bank presidents believe such things, what are we to expect of the general public?

The strange part of it all is, that the general public, yes and even some bank presidents, are willing to join the robbers, if we are to judge by the greed with which oil stocks are grabbed.

I once had a guest aboard the Yacht Franeda, who confided to me that he was very much worried, because he had invested $10,000 in oil stocks, thinking he would double his money, but at the time he could only sell his stock at forty cents on the dollar. I take it for granted that the man knew if he made 100% on his investment, the profit must come from the public. While he was still aboard, we stopped to take on two hundred gallons of gasoline and he raved at the robbery of the public, because I had to pay the same price per gallon for two hundred gallons that was charged for a single gallon. Yet he actually owned stock in the company whom he accused of robbing the public and bought the stock expecting to realize 100% on his investment.

Just so long as our government specializes in interfering with and persecution of business, just so long will the future of any business be in doubt. The expenses of every business have been enormously increased because of governmental demands, pertaining to statistics, accounting methods and taxes. If there be an inclination on the part of business to, "get while the getting is good," it is largely encouraged by the thought that no one ever knows when the government will make the getting bad.

And the public must pay the price.

You cannot order your meats over the telephone; obtain them from a butcher who conducts an immaculately tiled, sanitary shop; whose help don clean linen daily; have the meat delivered at your door in an attractive motor truck; order when you please; and demand that the butcher occupy an expensive site upon a principal street and expect to obtain your meats for the same

price as when you went to market, with your basket; carried home your own meats and did your marketing twice a week, before breakfast time in the morning.

The dear public want all these things and the dear public are poor sports to kick at the cost.

Of course we cannot afford to take the time that our daddies did to do things. If that be true, then we are living two or three times as fast as our daddies. That is to say, we are all seeing more, doing more and living more than our daddies, and it is no wonder that it costs two or three times as much.

All of which comes down to the basic principle, that if you insist upon patronizing a jazz restaurant, you must expect them to charge for the jazz in the price of their food.

God gives every bird its food, but does not throw it into the nest.

—*J. G. Holland.*

Boast not thyself of to-morrow; for thou knowest not what a day may bring forth.

—*Proverbs xxvii-I.*

All haste implies weakness.

—*George MacDonald.*

The use we make of our fortune determines its sufficiency. A little is enough if used wisely, and too much if expended foolishly.

—*Bovee.*

Fundamental Rights.

WE hear much about the "Fundamental Rights" and "Vital Functions" of organized labor, but what does it mean? Does organized labor claim to possess fundamental rights, which unorganized labor has no right to possess? If so, from what authority are such rights derived?

If I have the proper conception of the law, men enjoy many privileges individually which they cannot legally enjoy collectively and it seems to me that unorganized labor possesses legally the greatest number of fundamental rights.

In opinion, the vital functions of government are to protect the weak from the strong; to protect the individual law abiding citizen against an organized band of robbers; to protect the individual's property against being injured, destroyed or stolen by organized thieves.

It is just as essential to the progress of civilization that a man be protected in the sale of his labor, as in the sale of his property.

Suppose a substantial number house owners in the United States should organize and agree to only sell and rent their properties at a specific price and should assault and kill all the owners, and burn their property, who would not join their association, what would we think of it?

We would not tolerate it for a moment and the A. F. L. would be the first and loudest in its protest. And I am hornswoggled if Ican see one particle of difference in the morality or justice between the actual doings of certain labor organizations and the supposed doings of the realtors.

I am open to conviction.

Off the President's Bat

HAVING graduated, or perhaps it is better to say capitulated, from an ice-skater to a roller-skater, in my younger days, it was only natural that one with a money making trait of character, should have perceived the opportunities of furnishing the folks of sundry, small towns with a source of healthful, innocent amusement and sociability, by opening skating rinks to the extent of his somewhat limited capital, in towns of limited population, within a zone of economic territory.

But of course, in every community there was just so much available spare cash. If the skating rink received it, the saloon, bawdy houses and church had to go with less. It cannot be worked out in any other manner.

Whensoever anyone discovers a method of getting the surplus cash from the populace, he might as well make up his mind that he is going to meet with all sorts of opposition, political, social and religious, from those who suffer.

So it came to pass, that in a certain town, on a certain Friday night, the churchmen and the saloon men met at different meeting places, to discuss the ways and means by which they could counteract the flow of quarters into the coffers of the skating rink owners.

Thus extreme righteousness and extreme evil had a common cause, against a common enemy.

Houghton's Products *for* Economical Manufacturing

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A few of the HOUG
Insure Uniformity and

VIM Leather Belt—100% leather and different from all other leather belts made. Gives the greatest pulley grip of any belt made. It is without question, the best belt for power transmission.

Write for booklet—"The Belt that Puts the Pull in Pulley."

Houghton's Rust Veto prevents rust. It not only protects the metal from rust due to the moisture in the atmosphere, but also from rust that may be due to the corrosive agents beneath the rust preventive. Rust is 100% waste and our booklet—"The Story of Rust"—tells you how to prevent this waste. We will be glad to send you a copy on request.

VIM Leather Packings are made from VIM Leather which has the strongest fiber of any leather made; therefore, they are

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the strongest and wear best of any packing made. Our booklet, "VIM Leather Packings" not only tells you why VIM Packings are different, but shows the difference between processes of manufacturing leather packings —to whom in your organization shall we send a copy?

Houghton's Hydrolubric reduces friction in hydraulic systems and preserves the leather packings. Reduces further trouble by blending with the water in these systems.

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E. F. HOUGHTON & CO.

See inside of back cover for nearest office.

It was then suddenly made public that the dust of the rink was injurious to the lungs; that roller-skating produced all sorts of female inward trouble; that lewd women with immoral purposes, patronized the rinks; that patrons of the rinks were neglecting homes and churches and because the public demanded something new, the rink went down under the combined opposition of the good and evil, the lewd to go back to the influences of the saloon, and the virtuous to the church and those who had no well-defined inclinations, to take their chances between the two.

These are facts; you may draw your own moral.

It is the higher exhibition of Christian manliness to be able to bear trouble than to get rid of it.

—Beecher.

Republics, like individuals, who are benefited by personal sacrifices, are proverbially ungrateful.

—Epse Sargent.

Glory drags all men along, low as well as high, bound captive at the wheels of her glittering car.

—Horace.

A light supper, a good night's sleep, and a fine morning have often made a hero of the same man who, by indigestion, a restless night and a rainy morning, would have proved a coward.

—Chesterfield.

Willie Wiseman

"WILLIE!" said the Old Man, with a patronizing accent, which caused Willie to be suspicious.

"Willie, you look tired out, as if you ought to have a little vacation."

So Willie began to scent days and nights upon the Yacht Franeda, recreating by talking business 25 hours in every day.

"Willie, can you drive a car?"

"Willie knows how to start, stop, steer, put on a tire, adjust the carburetor and magneto, but there Willie's knowledge ceases forthwith."

"Good! I want to make a tour of the Agencies and I need some open air, so I thought I might motor, but I become tired if I drive over 250 miles in a day, so I thought you might go along to help out."

Visions of an automobile trip with the Old Man somehow looked less attractive than a yachting trip to Willie. On the Yacht there was, at least, no tire trouble, and there was always a more or less competent crew.

So in due time, one Saturday morning, we started off in the Old Man's "Fierce Sparrow," runabout coupe, the Old Man at the wheel, the baggage under the hood in the rear and Little Willie sitting in the large seat just abaft, on the starboard.

We got out of the traffic all right; in fact, Willie was surprised at how confident Willie felt in the Old Man's driving, as the Old Man picked his way through the worst of the congestion.

Up to this time Willie had only a vague idea as to the destination.

He knew he was heading out the Bethlehem Pike, which according to the compass was N. by N.W., for the Old Man always tours with a compass. It is one of his yachting habits he cannot break. But ever since one day some ten years back when the electric system of the car set his compass crazy and caused the sun to set in the east, he has been a little shy on his confidence in the compass and carries a pocket instrument instead of the one he formerly carried on the dashboard.

We were about fifteen miles out when Willie ventured an interrogation, as to where the first stop was to be.

"We ought to make Wilkes-Barre for lunch."

So Willie started to think and he counted that Wilkes-Barre was some 140 miles. We made our start at 8 A.M. We ought to have lunch by 1 P.M. This meant about 30 miles per hour average. Not so fierce, and nothing to worry about. So Willie settled himself back in the seat for a comfortable, pleasant ride.

Every time Willie looked at the speedometer it seemed to be hitting 45 or better, but when Willie looked at the trip mileage, it seemed as if we were always decidedly behind that 30-mile per hour average.

We had been gone just two hours, when we entered Coopersburg, which according to the "Blue Book" is 45 miles from the start.

After we left Coopersburg the Old Man certainly stepped on her and we did the 9 miles into Allentown in 15 minutes.

After leaving Allentown the road was not so good, and we struck a detour at Walnutport.

"Do you know what it is—a detour—Willie?"

"It's the other way around," ventured Willie by way of a reply.

"Nope! A detour is the antonym of a straight line. In other words, a detour is the longest distance between two points."

But Little Willie was too much engaged in dividing his time between watching the roads and keeping from knocking his block off by contact with the top of the "Fierce Sparrow," which the Old Man was humping up a bit, to appreciate logic.

Well! We got along a little distance, when we saw a woman coming toward us driving a horse hitched to a buggy. She was waving frantically, and to Willie's astonishment the Old Man pulled to the extreme right side of the road and stopped dead. Then he shut down the engine and waited for the woman to come on, but she made no attempt to approach us, but continued to wave her hands frantically. In the meantime the horse showed not the least sign of fright.

This performance continued for perhaps five minutes when the Old Man folded up his abdomen convenience steering wheel, stepped

out in the road and walked leisurely toward the said lady, horse and buggy.

From the distance Willie could not hear the conversation, but finally the Old Man took the horse by the bridle and attempted to lead it toward the car, but not an inch would the beast budge. Then he got into the buggy and took the reins, for they do say the Old Man was some horseman in his day, but he had no better success from within than he had from without. So Little Willie thought it was about time to go to the Old Man's assistance.

After Little Willie arrived in the proximity of said Old Man, lady, horse and buggy, the Old Man explained that said horse had never been broken to back and was not accustomed to automobiles, as previous to the detour, an automobile had rarely been seen on the back roads and the horse positively would not pass an automobile.

Thereupon, Willie concluded that if the horse would not pass the automobile, the logical solution was for the automobile to pass the horse. The Old Man agreed with Willie's logic, but made a side remark about fool horses being like fool folks, who sometimes put logic on the bum.

Well! Willie was delegated with the responsibility of holding said horse, while the Old Man tried to pass it. Now said horse may never have been taught to back. But said horse would certainly have reversed its position right in the shafts and gone backward going frontward, had not Little Willie been the hero who prevented such a paradox.

It having been concluded that said lady, horse and buggy would not pass us, and that we

could not pass them and that said horse had a positive objection to reversing itself, the next logical thing which occurred to Little Willie was to have the Old Man turn around or reverse himself.

But owing to the condition and narrowness of the road, turning around was impossible, and when it came to reversing, well the "Fierce Sparrow" got on its dignity and said, "I'll be gosh darned if I will reverse, if that darned fool of a horse won't reverse." For coax as we would, the reverse gear would not work.

Then the Old Man went over and smiled, patronizingly like, at the said lady. He explained the situation to her and asked her if she had anything to suggest.

Then for the first time Willie became aware of the fact that said lady was a stunner. You know the kind they raise in Reading—the good looking Berks County girls—corn fed and all that sort of thing. Well, said lady was all of that, plus. And the Old Man was falling for her at every word.

The Old Man asked her her name, whether she was married, where she lived and would have kept right on, had Willie not reminded him that it was not registration day and the Old Man was not a duly authorized, registration officer. Besides, said lady was not under oath.

"If you dake der car abart un hide it already mit der cornfield, I dinks Shon goes pie," was her suggestion with a smile.

"All right," said the Old Man, "anything to please a lady. Come on Willie, let's take the

'Fierce Sparrow' apart and hide it in the cornfield."

Suiting the action to the word, he opened the tool box, handed Willie a wrench and we proceeded to dissect the car, carrying one piece at a time into the cornfield.

But some of the parts were too heavy for the two of us to lift, and while we were pondering on how to solve this problem, we heard the toot of a car coming from the direction behind the said lady, horse and buggy.

"Dot's all rights," called said lady. "If Shon don't pass der by off no car, no car passes by off Shon." So she braced herself for action.

"Shon" deliberately turned his head around; looked at the approaching car, gave one snort, leaped into the air and started toward us on a dead run and was past us in a jiffy.

The Old Man's up-country-dutch angel disappeared in less time than it takes to tell about it.

Then we started to reassemble the "Fierce Sparrow."

We might have made better headway, had it not been for the fact that we found several nuts missing. The Old Man accused Willie of having them in his pocket. But Willie suggested that perhaps the squirrels had buried them. Squirrels do this sort of thing.

Fortunately the dissembling and assembling of the "Fierce Sparrow" took place upon a rather steep decline, which seemed to have no end in sight, so that the car readily started of its own momentum, which was a great relief to

Willie, because after the job seemed to be finished, there were parts minus as well as plus, which made it wise to proceed with great caution. The hour of 1 P.M., at which we were due at Wilkes-Barre, according to the Old Man's original schedule, had passed and we were running about as near on schedule as a Florida East Coast passenger train in the height of the winter season.

Of course it was not Wilkes-Barre for which Willie was longing, but Willie's insides did feel like a punctured tire, as Willie had partaken hastily of a somewhat scant breakfast at 6 A.M.

The signs which marked the detour were all evidently printed at the print shop of the county newspaper, for they all read, "8 miles to Parryville." When Willie called the Old Man's attention to this phenomenon, he merely grunted, "One is lucky to hold one's own on a detour."

The "Fierce Sparrow" seemed to have been greatly weakened by the operation which it underwent at our hands, and the best it seemed to be able to do was to hit irregularly on all one and there was some doubt in Willie's mind as to its doing that. But the grade continued to favor us into Parryville and Willie took solace in the fact that he had ridden part of the way in comparative ease and safety.

Finally we arrived in Parryville at just 3.45 P.M., having made the 83 miles marked on the speedometer in just 7 hours and 45 minutes.

Willie would not broadcast Willie's opinion of Parryville's eats emporiums, for the regular eatoriums were closed when we arrived. But the state of vacuum in Willie's stomach caused

Willie to make a quick get-away from the "Fierce Sparrow" for the general store, where Willie partook of a lunch consisting of a hunk of cheese, a box of Uneedas and a bottle of Whistle, while Willie sat upon a keg of nails, surrounded by dry goods, china and hardware.

But the Parryville garage? Well, that's some garage and the mechanician? Well! He is the most knowing mechanician Willie ever met.

As said mechanician came out with the honest signs of toil on his face, hands and clothes —my but he was honest looking, if signs may be depended upon—the Old Man, without leaving his seat behind the steering wheel, said with that I-know-it-all air, "I think I need some carburetor adjustment."

You know that all good mechanicians are dirty and the dirtier they are the better they are supposed to be. Well this fellow was the best ever. So he said to the Old Man, "Vich zide be it on?"

And would you believe it? The Old Man did not know.

First, he said, "The right!" But it was not there and then he said, "The left!" But it was not there; in fact, we looked under, over and in the car and we could not find the darned thing.

"Do squirrels bury carburetors too?" Willie ventured to timidly inquire of the Old Man.

"Well!" said the Old Man, "If there be no carburetor, there can be no carburetor trouble, so the trouble must be somewhere else, so let's find it."

"Find the carburetor?" Willie asked.

"Find the trouble, you idiot," was the Old Man's comeback and Willie saw that at last the Old Man was beginning to lose his composure.

"Der mush be der carburetor or maybe she don't run some," said the mech. in good Pennsylvania English.

"Well! What the gosh blasted are you talking about? Didn't she run in here about three miles from where we had her apart?" roared the dignified President of the House of Houghton.

"But maybe dat's down der hill already," said the mech., showing by every parry and thrust with the Old Man, that in spite of the Old Man's superior command of the English language, the mech. was the better debater by far.

"Perhaps it is among those parts which were left over," said Willie, with his mouth full of crackers and cheese, which he had brought over to the garage from the store.

"You might as well look for a live man's heart in his bureau drawer. Don't you know that the carburetor is both the heart and lungs of an automobile. Besides, the only large part left over was the exhaust whistle," fairly yelled the Old Man, as his face became almost purple.

"Der hickzost phisle ish on," said the mech., scoring again. And sure enough, as Willie looked under the car, there was the half-moon-shaped thing exactly where it belonged and it was a great relief for Willie to know that we actually got one part back in its proper position.

"Well, we all know you can't run a car without a carburetor," said the Old Man, but not quite so positive in his mannerisms as before. "Suppose we have a look at those left over parts."

So Willie started to fish them out of the tool box, located on the running board.

Willie no sooner laid on the running board a mysterious coffee-percolator-shaped brass part than the mech. said, "Der ist der carburetor now already."

"But I tell you, you can't run a car without a carburetor," yelled the Old Man again, his voice again assuming a higher pitch.

"But Boss! We were not running without it," said Willie.

And the mech. actually smiled.

Paying about as much attention to the Old Man as if he were not present, the mech. sorted out the proper screws and nuts from the left-over parts, put the carburetor in place, filled it with gas from a squirt can and then addressing the Old Man, said, "Un der stharter step."

The Old Man stepped on the starter, the engine gave a snort or so and then started off on a hum.

The mech. then walked over to the remaining left-over parts; picked them up, one by one; thought a moment over each and then placed each in its proper position. Finally he slammed the hood down, looked at his watch and said, "Von dollar dirty vive, please."

The Old Man paid the bill, throwing in a dollar extra and as we were about ready to pull out, the mech. said, "If yuse falls mit the stairs down, yuse falls jist as fast vedder der carburetor be in der pocket or you lefts it behind."

And as we turned into the main street, the Old Man said, "Well, that's a good thing to know, too."

All other knowledge is hurtful to him who has not honesty and good-nature.

—*Montaigne.*

Enthusiasm is that temper of the mind in which the imagination has got the better of the judgment.

—*Warburton.*

The habit of using ardent spirits by men in office has occasioned more injury to the public and more trouble to me, than all other causes and were I to commence my administration again, the first question I would ask respecting a candidate for office would be, "Does he use ardent spirits?"

—*Jefferson.*

Perfect happiness, I believe, was never intended by the Deity to be the lot of one of His creatures in this world; but that He has very much put in our power the nearness of our approaches to it, is what I have steadfastly believed.

—*Jefferson.*

Furthermore, it was far more charitable to credit the infantile, research efforts of The Exchange to ignorance, for if they were not prompted by ignorance, then what did prompt them?

If the carrying out and publishing of such foolish research efforts were not the results of pure ignorance, then they must have been prompted by design. Now what could possibly have been the object of designedly faking (if that's the proper word), such research?

I can conceive of but one object and that was for the purpose of causing folks to believe that The Exchange existed largely as a research body. This would not only lend tone and dignity to the reputation of The Exchange members, but it might also tend to satisfy any objections which the government might have as to the existence of The Exchange, for the inclination of the government is to encourage research bodies. Were I better posted as to exactly what The Exchange does, which it does not make public, I might be in a better position to express a more positive opinion on this phase.

There cannot be an error about the conclusion that the so-called research work

has been the result of either ignorance or intent, although there may be some doubt as to the object of the intent.

One of my readers met me the other day and said, "Carpenter, if you have anything against The Belting Exchange, why don't you lay your case before the Federal Trade Commission, in a dignified manner and let them remedy your grievance."

The reason I do not take such an action is because I do not know that I have anything against The Exchange, in which the F. T. C. would be interested; and I am not so certain that I have any grievance. I am afraid I would cut a sorry sight before the F. T. C. in any complaint which I might make, for one of the very first questions that would be asked me, would be, "Have you been injured by loss of trade by the actions of The Exchange?"

The fact that during the existence of The Exchange, my Company's leather belting business has grown from insignificance to prominence, so that today the total sales of VIM Leather Belting far exceed the total sales of any other brand of first quality leather belting, would hardly be considered grounds for just complaint. Besides, I decline to constitute myself either the informer or police of the belting business. Let that duty fall to others.

Whatsoever doubt there may be as to the sincerity of purpose of The Exchange as to research, there can be no doubt but what it is most sincere in its desire to lessen the growing use of fabricated leather belting. I will personally endorse its sincerity in that respect and I am inclined to believe that it is honestly trying to prove to the belting user, the superiority of leather belting as compared with fabricated belting, although its methods thus far have been ludicrously amateurish and have probably done more harm than good. Nevertheless, we do not have to judge its sincerity in this respect by its actions, because we have the common knowledge of the fact that it is to the selfish interest of the members of The Leather Belting Exchange, to sell as much leather belting as possible and the one certain way to accomplish this is to prove the superiority of leather belting over fabricated belting.

My own opinion on this subject, formed as the result of over a quarter of a century of personally supervised research work, is:

That the best belt can be made only from leather. That it is also possible to make from leather a very poor quality of belting, which will be found not so economical as many of the grades of fabricated belting. That the quality of leather belting is in direct

proportion to the quality of the hide from which the leather is made and the process by which the leather is tanned. Poor hides tanned by inferior processes produce a very inferior belt leather.

Now if it be true that The Leather Belting Exchange desires to lessen the sale of fabricated leather belting(and as no one denies it, we are warranted in assuming that it is true) then, if I can prove that it has actually aided and abetted a movement which will have the opposite effect and increase the sale of fabricated leather belting, you will agree with me in my accusation that The Leather Belting Exchange is woefully lacking in knowledge of what should be done for the betterment of the leather belting business and incompetent to work for the objects for which it is alleged it was organized.

Sometime back, say about a year ago, there was incorporated the American Sole and Belting Leather Tanners. The object of this incorporation was to promote an extensive advertising campaign, which would have for its purpose the increase in the use of leather, by discouraging the use of substitutes for leather.

It was argued that the cement manufacturers, paint manufacturers, florists and

other bodies had carried on joint advertising campaigns with great success and, therefore, the tanners of heavy leathers could do the same.

I have not the exact details from an authentic source, as to how the expense of the advertising campaign of the American Sole and Belting Leather Tanners is to be met, but I understand that the subscribers are to pay so much per unit of leather which they manufacture—so much per hide, or so much per butt. The Leather Belting Exchange has publicly endorsed the scheme and claims to be aiding it and I am informed that a substantial number, if not all of its members, have subscribed in some way to the adventure.

I personally consider that the similar advertising campaigns conducted by the cement, paint and florists' interests, were among the best and most successful advertising adventures ever undertaken. Furthermore, they not only benefited the members of the trades, but also the public generally.

I personally, as a result of those campaigns, am in a better position to talk to my engineers in considering new buildings into which cement enters as an important factor; my Company has already been enabled to improve its barrel paint and I am

certain that I buy more flowers when I desire to send a message to those whom I love, than formerly.

Likewise, it might be a thoroughly, natural thing to conclude that what was done for cement, paint and flowers could be done for leather belting.

But it can't, and there is the nigger in the woodpile.

When the advertising increased the demand for cement, paint or flowers, it was a comparatively easy matter to increase the supply of raw materials, which are practically unlimited, and the increase in demand did not increase the price to the consumer.

But leather belting is made of steer hides.

A steer is not raised and slaughtered for its hide.

The hide is a by-product, pure and simple.

It makes no difference whether all of the belting used is made of leather, or none of it is made of leather, the supply of steer hides will be precisely the same.

Every steer hide taken off today is made into leather of some kind. Therefore, no amount of advertising will increase the

amount of leather made from steer hides. One hundred per cent. of the supply of steer hides is made into leather now and it is not possible to increase that amount.

But 100% of the steer hides taken off is not made into leather belting. It is generally believed, but I do not know positively that it is a fact, that belting leather is the most profitable product of any considerable proportions, into which it is practical to make steer hides. Naturally the price of the steer hides which go into belting leather, is regulated by the laws of supply and demand. If the demand for steer hides increases, the price of steer hides always advances. This has always been the case and we are, therefore, warranted in believing that it always will be so.

Therefore, if it comes to pass that the American Sole and Belting Leather Tanners' advertising campaign will materially increase the demand for products made from steer hides, which it undoubtedly will, it must also increase the demand for steer hides and if it increases the demand for steer hides, it will increase the price of steer hides. And if it increases the price of steer hides, it will increase the price of leather belting. Surely every one of these statements is logical and cannot be refuted.

When we desire to apply a remedy to a disorder, the modern method is to ascertain the cause and do away with it.

What is the cause for the large sale of fabricated belting, which The Leather Belting Exchange and this advertising campaign propose to lessen?

Unquestionably the main cause is the large differential in cost to the belt user between the price of leather belting and the price of fabricated belting. If the fabricated belting were not substantially lower in price than the leather belting, there would be practically none of the fabricated belting sold.

This being true, any advance in the cost of leather belting would be precisely what the manufacturers of fabricated belting desire most, because it would be certain to result in an increase in the use of fabricated belting.

I think that I have proven conclusively that in aiding and abetting the American Sole and Belting Leather Tanners' advertising campaign, The Leather Belting Exchange is aiding and abetting a movement which must increase the cost of steer hides

and in turn increase the cost of leather belting, thereby increasing the very cause which is responsible for such a large quantity of fabricated leather belting being used.

So far as I can reason it out, the only ones who can possibly be benefited by the advertising campaign, are the packers. It will not increase the supply of hides, but it will increase the price and as the hides are a by-product, every cent of increase will be just that much more in the pockets of the packers. To aim to increase the price realized for any by-product, by increasing the demand for the products made from that by-product, is a most legitimate and praiseworthy action and is in a general way for the public benefit. What the World needs is greater attention to the salvaging of its waste and by-products and the realization of the highest, possible value for them. But while high priced hides may be to the advantage of the packers and the public generally, high priced hides are most decidedly to the disadvantage of the leather belting manufacturer and user.

Can you imagine anything quite so asinine (I have looked through two books of synonyms to find a more appropriate word and can't), as for a manufacturer of leather belting to subscribe to and aid and abet an action which is certain to raise the

price of his product, so that it will cost him more to do business; increase the competitive resistance and not put a single cent in his own pocket?

And you, Mr. Belting User, how do you feel about having your sources of supply for leather belting, combining to force the price of your belting up on you?

And what are you going to do about it?

Surely it is not for me to say.

I am not advising you; I am telling you.

Why should men supposedly intelligent and successful in their businesses, do such an asinine thing? It seems to be unbelievable. There must be some explanation. There can be no doubt as to The Leather Belting Exchange having endorsed the American Sole and Belting Leather Tanners' campaign, for it has done so in print and set forth as to how The Exchange proposed to aid the movement. I hardly think The Exchange officials will deny this.

Then what is the answer?

Well, I have shown that the packers would be the only ones benefited by the campaign and there can be no doubt but what they will be substantially benefited.

There have been all sorts of rumors about prominent leather belting manufacturers being operated by packing interests. There can be no doubt but what some of these rumors have some foundation of fact. If it should so happen that the packers are in control of The Leather Belting Exchange, it would be a very plausible explanation for what otherwise seems to be a mystery.

Of course there are a number of leather belting manufacturers in The Exchange and a number of tanners of belting leather who are in no way under packer control. But whatever the details may be, I want to here take my hat off to the packers. Any group of men who can devise a scheme by which their customers will voluntarily subscribe a substantial amount to enable that group to raise its prices on its customers, is some group. Particularly when there is nothing illegitimate about it, for there is certainly nothing questionable about increasing price by increasing demand. Again I say, my hat off to you, Mr. Packer. That is, if you did pull this.

In the meantime, Mr. Belting User, this gets you nowhere. You, the eventual consumer, are certain to be the sucker to whom the buck will be passed. You will pay the

bill. Of course, if your price of leather belting does not advance, you will never think that had it not been for the advertising campaign, the price might have declined. But when your leather belting house comes along with the usual notice of advance, what are you going to do about it?

If you meekly take your medicine, it will be you and only you who will be to blame. It might help if you would refuse to buy from any one who had been a party to aiding and abetting the cause of the advance? That's for you to decide.

Again I would remind you that E. F. Houghton & Co. is not and never has been a member of The Leather Belting Exchange and there are some 84% of the leather belting manufacturers of the United States who can truthfully say the same thing.

So that's that.

CHAS. E. CARPENTER,

President.

E. F. HOUGHTON & COMPANY

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If you would really be good, first learn to know how bad you are.

ommerce R. R.

PRICE TWENTY-FIVE CENTS

The HOUGHTON LINE

REG. U. S. PAT. OFF.

VOLUME XXXI
NUMBER TWO
FEBRUARY 1924

Monkey Bills

A MODERN LINE OF THOUGHT

The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/-per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisements are facts.

Established 1865

E. F. HOUGHTON & COMPANY

P. O. Box 6913

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

I CERTAINLY do not blame folks for being skeptical of statements made in advertising literature.

In order to write that which is worth reading, one should have an inspiration, otherwise one is apt to write mere words, meaningless and lacking in interest, with the only purpose of filling space.

In order to avoid the fate of those who merely write for the purpose of filling space, I enlist our entire organization in the task of supplying me with inspiration. This includes not merely the executives and the three hundred and fifty members of our field force, but every employee in our place, as well.

"When you see anything in print which you believe will give the Old Man an inspiration for The LINE, send it in," is the message which goes forth repeatedly, not merely verbally, but also in the two publications which we issue to the members of the Houghton organization.

HEART TO HEART TALK

You should remember that The LINE is not our only publication. In addition to The LINE, each month we issue a pamphlet about the same size as The LINE called *The* HOUGHTON PAY ENVELOPE, which goes to every person connected with the Company. As frequently as we are enabled to obtain sufficient copy of interest, we also publish a periodical called VIM, which is circulated among our sales force. VIM is published at intervals varying from 5 to 30 days and will average about two issues per month.

In addition to this we also issue once a week, or more frequently, Confidential Letters to our Sales Managers, containing information which is not appropriate to publish in The LINE, *The* HOUGHTON PAY ENVELOPE, or VIM.

All of which is one continuous, strenuous effort to give to every employee and executive of our Company, so far as practical, the benefit of the thoughts and experiences of all others.

These publications are all properly classified and indexed by our assistants in our Department of Records, so that a newcomer may have the advantage of obtaining all back numbers, as well as giving to all

the opportunity to readily refer to any subject upon which they may choose to refresh their memories.

Naturally, there comes to me in this process, a very liberal supply of the advertising literature issued by those who are engaged in similar or allied lines of business. And, believe me, some of the stuff is simply awful.

It is, of course, a physical impossibility for me to read all such literature, if you will forgive the libel on the word literature, therefore, it is a mere matter of chance as to whether I am inspired by what I receive or not. All such matter is put in what is known as my "Inspiration Envelope," and when I feel the want of an inspiration, I just pick up any of it at random.

For instance, I have just shoved my hand into the pile and picked out, what, in appearance, is the most crude attempt at typography—a pamphlet which would not do justice to a small town print shop, and is less artistic than that which the average suburban whitewasher would issue in announcing, "Professor Johnson is prepared to accept orders to do all sorts of whitewashing."

The novice in advertising seems to be unappreciative of the fact that it is just as

essential that advertising copy should be as appropriately presented as verbal arguments. It has been my observation that concerns who would not tolerate their salesmen dressing in a slovenly manner and who would not think of employing a salesman who could not command the proper language, will issue advertisements which offend the taste and which are worded in language which would not do credit to a first year "prep" school scholar.

Such actions on the part of those engaged in any particular line of trade, not only injure the perpetrators of the offense, but reflect upon all others engaged in the same business.

One might say, "It is none of my business what my competitors do," but it is. If their actions make it more expensive and difficult for me to do business, it is most decidedly my business.

Every one of the "Newly Rich Snobs," who go abroad, not only holds himself up to ridicule, but he holds our whole nation up to ridicule, for the foreigners take it for granted that he is an average specimen of the American people.

Likewise if one engaged in the oil or leather business, makes a ridiculous specimen of himself in his advertising efforts, he

subjects every member of the same trade to criticism.

Just as every red blooded American has a right to protest against the false impression given to foreigners by the American snobs who go abroad, so has every honest, decent member of any trade a right to protest against every action on the part of members of the same trade which tends to bring disgrace upon that trade in general.

The publishers of the pamphlet, which I have before me, are not one of these small fly-by-night concerns of insignificance, but a very old established company of large capital, whose stock is sold on the open market. Were it of the former class, I would not take the time or space to notice it, for I am talking only on "foeman worthy of my steel."

The pamphlet is as full of fallacies as the average Bolshevistic literature, but here is one particular phrase which caught my eye: "Although for many years now our cutting oils have been successfully used to the extent of being recognized as standard, our research department continues its effort toward their still greater development."

The statement is not true, or is it nearly true.

Their products have never been looked upon, "as standard," by either the oil trade or the consumer. But on the contrary they have made a most dismal failure of their attempts to generally and extensively introduce their cutting oils. In their desperation to obtain a share of the cutting oil business, they bought out one of the old-time compounding concerns which had been driven to the wall by the up-to-date cutting oils and they have no research department worthy of the name devoted to the, "greater development," of cutting oils. Their research work exists mainly in trying to imitate the products of successful competitors.

The decisive evidence of their ignorance of the art of metal cutting is proven by their own printed statement, when they allege that their one product is best for all the operations of forming, turning, drilling, milling, profiling, threading, tapping, etc.

No one but an ignoramus would make any such claims, and when the intelligent metal cutter reads such stuff, he cannot be blamed for becoming skeptical of all claims made by all oil manufacturers, including those made for really meritorious products.

The day of the cure-all has gone, both in the arts as well as in medicine, and no one

but the Rube will believe the claims made by the vendors of nostrums claimed to be best for all purposes.

So that's that.

SOME reader, of the old school type, will say that this reference to competitors is undignified. And I agree with him. But if a chap comes along and pokes you one in the nose, if you have any self-respect and red blood in your veins, you are not apt to consider the dignity of the occasion, but you just poke him one back.

Well, "That's me."

SPEAKING of research work reminds me of the claims of The Leather Belting Exchange. The American Sole and Belting Leather Tanners and The Tanners' Council are putting forth very extensive efforts to increase the use of leather products.

The Leather Belting Exchange, evidently with a view of stealing the thunder of these efforts, is proclaiming that it has turned over to these two organizations, the results of its long efforts in research. The facts are that The Leather Belting Exchange has never made public a single result of research of any kind which has been a benefit to the belt using public, or so far as I am able to

learn, of benefit to the leather belting manufacturer.

I know of nothing which The Belting Exchange has given to the public as a result of its much tooted research work, excepting the statements that a leather belt run grain side to the pulley will slip less than one run flesh side to the pulley and that through a demonstration on the dynamometer, under specific conditions, one belt will slip more than another. Both of these facts were known to the belt-using public years before The Leather Belting Exchange ever existed and years before many of its members were ever identified with the leather belting business. Its claims for successful research work are mere brag, bluster and pretense.

If I am wrong, will some reader please correct me.

This sort of thing by an organized body of leather belting makers, even though its membership be insignificant in numbers, is a reflection upon the entire leather belting trade and every honest leather belting manufacturer should voice his protest, for one has a right to protect the integrity of the trade in which one is engaged.

So that's that.

HEART TO HEART TALK

I AM a firm believer in the standardization of tests, providing they really mean something, but the standardization of meaningless tests is like unto misinformation—worse than none.

While it is quite true that the quality of an oil cannot be definitely determined by the tests generally applied, yet those tests are tremendously valuable for the purpose of ascertaining uniformity.

Unless I know the actual performance of a lubricating oil under the conditions of actual service, I am not able to judge as to the quality of that oil, but when I have actually ascertained just what an oil will do in practical use and I know its source, the raw material from which it is made, and the process of manufacture, I may very readily satisfy myself as to its uniformity, by taking the flash, fire, cold, gravity, color and viscosity tests and then when I find deliveries varying from those standard tests, I am made aware of the fact that there has been a change somewhere. The change does not necessarily indicate inferiority in the oil. The oil might be improved by the change, or it might be just as good, but nevertheless, I would have the warning signal that something had been changed somewhere, either in the raw material, process or in some other detail

and this would enable me to take up the question with the seller. Thus would I be protected from imposition, or damage from inferior oil.

But in the leather belting business we have nothing like this.

The specifications as attempted to be set down for leather belting, are worse than worthless, because they are a lot of meaningless words which get no one anywhere. What is the use of specifying that the leather shall be of a certain tannage, when the belt maker rarely tans any of his leather and never tans all of it, but goes on the open market and buys the leather ready tanned and as there are no recognized tests by which the process by which such leather is tanned may be ascertained, to a certainty, the belt maker is compelled to take the tanner's word for it.

I do not know that the following statement is positively true, but I believe it to be so. I honestly believe that if a leather belting manufacturer would go on the market to purchase a substantial amount of vegetable belting leather and demand of the tanner a written guarantee that the leather was tanned by the old-fashioned, slow, oak bark process of vegetable tannage, no tanner could be found who would give the guarantee.

I am either right or I am wrong in my belief, and it would be a most welcome contribution to the stock of information desired by the belting user if The Leather Belting Exchange would make a public declaration on this subject. Such information would be real and would do more to create confidence on the part of the leather belting buyer in the leather belt manufacturing trade, than all of the so-called belt testing machine exhibitions, and similar charlatanism combined. And the cost would be but a trifle in comparison.

The object of all honest belting research should include taking the buyer into one's confidence and it does seem to me (and some of the most extensive buyers of leather belting, as well as power transmission engineers, agree with me), that if the object of The Leather Belting Exchange is to circulate technical knowledge concerning leather belting, for the purpose of creating confidence in leather belting and proving its superiority over substitutes, it ought to begin at the beginning, and explain to the public what constitutes the difference between the quality of belting made from leather and why it is that some leather belting is decidedly inferior to some of the fabricated belts. Every belting manufacturer knows that this statement is true

and many belting users know it. I would not dare make the statement if it were otherwise. Those who are refuting the statements previously made in these pages, concerning leather belting, by having their salesmen make verbal attacks on me, which I cannot possibly hear and am not likely to be able to disprove, do not have to be so careful as to the truth of their statements, but when one makes so bold as to put his statements in print, he must be not only fairly careful of the truth of such statements, but he must be positive.

But let's return to the subject of tests:

What is desired by the buyer of leather belting is that this belting should transmit the greatest amount of horse power at the minimum of cost. That is all there is to it. If a belt slips, it increases the cost of operation and causes a reduction in the amount of power transmitted; the length of time belting lasts should depend not on the calendar, but on the service which the belt performs.

Some belts are operated intermittently. Take a cottonseed mill belt as an example. Between seasons the belt does no work. But it has been the experience of the cottonseed oil manufacturers that it is very common to have a vegetable tanned leather belt deteriorate more while idle than when

Continued on page xiii

The HOUGHTON LINE

REG. U. S. PAT. OFF.

FEBRUARY, 1924

VOLUME XXXI NUMBER II

Line Logic

King Tut must have been some tax collector.

Tipping is the habit of paying for the privilege of obtaining that for which you are going to pay.

We would know better whether a woman could keep a secret or not, if some woman would only try.

Some women are so modest that they will not wear calico because they hate to see themselves in print.

The heart of the World seems to be all right, but there seems to be something radically wrong with its spleen.

France could hardly distrust Germany more if Germany were her ally.

The reason the corkscrew lost out was because it was crooked.

We shall never have permanent peace so long as the dogs of war live on scraps.

"What becomes of the Fords?" is the question that, in this age, replaces the one, "What becomes of the pins?"

Now that the rich have taken up aviation, it will not take so long for the family fortune to find its way back to the proletariat.

Many a man who has the reputation of commanding a good salary, merely earns it; his wife does all the commanding.

In teaching the rising generation the history of Ruth the gleaner, it is important to disassociate the young mind from Ruth of home run fame.

Don't complain so much about the new baby crying. Suppose all of your teeth were out, you had no hair and your legs were so weak you could not stand upon them. You'd probably howl, too.

Monkey Bills

WHEN my attention was attracted to the phrase "Monkey Bills," I must confess that I was not very much interested.

I supposed some one, with the imagination of H. G. Wells, had discovered that there either existed or had existed in prehistoric ages, monkeys possessing bills, like unto those prefixes (may I call them), which are the natural possession of the duck and other members of the feathered kingdom.

But my attention being called to the fact that "Monkey Bills" were laws, which either had been or were proposed to be introduced into the legislatures of our several states, prohibiting the teaching of the theory of evolution, in tax supported institutions of learning, I awoke and took quite an interest, for I had always been much interested to learn what the outcome would be of a condition wherein the law forbade the teaching of any particular religious creed in our tax supported schools, and permitted the teaching of a theory of evolution, which practically denied the truth of all religious creeds.

Surely it seems reasonable to suppose that any religious policy, the freedom of which leaves every one educated at the expense of the taxpayer, to choose his own creed, would find itself in serious difficulties, if a scientific theory were taught which would attack all creeds.

And that is precisely what we seem to be up against.

It must be self-evident to the thinking mind, that if the World is to be saved, (meaning if civilization is to be saved), it must be saved by religion. Mankind must be made to realize that the fellowship of man—the teachings of Christ—must prevail, and greed must be destroyed, if we would go onward and upward to an even higher civilization.

But it seems that the theory of evolution denies the teachings of the Book of Genesis, and the religionists claim that this destroys the foundation of all creeds and there you are.

Personally, I have no such great concern as have the "Monkey Bill" advocates, although I am as much opposed to the teaching of the theory of evolution as being a fact, as I am to the teaching of the usually accepted doctrine of the creation as being a fact.

I have read Darwin until it has tired me; I have read Wells until it has disgusted me. I am no more willing to accept the theory that I have descended from a monkey, as Darwin would have it, or from a jellyfish, as Wells would have it, than I am to accept the theory that I was created as a whole from mud.

The theory of evolution has been accepted by the scientists merely because it is one scientific theory. There are absolutely no proofs and no facts. The scientists of the World have been the World's greatest liars. The greatest fallacies have been the untrue scientific theories.

I don't know from what I have evolved, or whether or not I have ever evolved. I have studied the Book of Genesis, and it would seem

to me that the Book is doubtful, inasmuch as it could not possibly have been written without knowledge of the other Books of the Bible, supposed to have been written afterwards. But that proves nothing. I may be wrong or I may be right. But because I may have some doubts as to the correctness of the Book of Genesis, is no reason why I should impulsively accept the theories of the scientists (which are entirely unfounded, excepting by theory), which say that because some prehistoric animals no longer exist, an evolution has taken place, which proves that I am of the original jellyfish family.

One might as well go the limit and claim that human beings evolved from water itself. And perhaps we did for all you or I know, and perhaps we did not.

I remember my first, real difficulty at school.

I was always of a practical turn of mind, and I remember rebelling at having to spend my time studying impossible names and things which were supposed to teach me what the ancients believed when they thought the Earth was flat. I said to myself, "Those ancients were a lot of old fossils, and what do I want to know about what they thought?"

Fairy tales are not so bad. In fact, their influence is good, if they be good fairy tales with good morals. We all know intuitively what is good and what is bad. The bitterest opponents to the doctrine of Christianity cannot attack the life of Christ and the example which it teaches, and so far as I am concerned, they may discard the entire Old Testament into the wastebasket and they will not shake my faith in Christianity.

As to whether one believes in the divinity of Christ, or the immaculate conception, matters not at all, excepting that it makes one's religion much safer and more pleasant so to do. Christ was a character for the World to exemplify and worship, and that is all there is to it, and folks should be permitted to believe or not to believe as they prefer.

If it has come to pass that it is considered an evidence of ignorance to believe in the accepted theory of Christ, then perhaps it demonstrates the wisdom of the saying, "Where ignorance is bliss, it is folly to be wise." I am for Christianity because of no theory, but because of the fact that I know positively, it is good.

Personally, I have more respect for the man who believes in the Book of Genesis than the man who believes in Darwin or Wells. One is as scientific as the other. This World has been cursed with experts and expert opinions.

Every man knows that he has inside of him something that is spiritual. It requires neither the Bible nor Darwin nor Wells to convince us of that.

That there is much we do not know and never can know, should be an accepted fact by every one of normal intellect. To pretend that we do know or will know, is sheer egotism and some theologians vie with the scientists in claiming that we do know or shall know, that which is impossible for us ever to know.

Our ignorance of what has been is no excuse for denying what is, meaning our spiritual part and its cravings.

Religion is not much if it depends merely upon the authenticity of the Bible. True religion is bigger than the Bible, or any man made theory.

Christ is Christ, whether the tale has been told true, or has been garbled. There is no discussion as to the real character of Christ, and if we all accept Christ as we intuitively know him to have been, the World will be safe from all of its foes.

In the meantime, it stands to reason that the taxpayer—the parent—who pays the bill, has a right to say what shall be taught his children and as the World progressed very nicely before we conceived the notion that some of our ancestors were jellyfish, it might be just as well to premit that branch of learning to be taught by institutions of learning which are not supported by the taxes of those who believe otherwise.

I am not afraid of an idea. But I claim that tax supported institutions should teach only fundamentals which we want our children to learn. If it is desirable that they should go beyond that, there are ample ways and means by which such learning may be provided.

If you respect your neighbor's opinion, buy a new car just before you move.

If it were only possible for the nations to enforce a moratorium of talk for about six months.

Reformers

THERE was a time, and not so many years ago at that, when I was 100% reformer.

I realized, as every red blooded man must realize, that there is much that requires reforming, and as I look back I am very much afraid that I made myself very ridiculous in my desire to batter the World with a loaded club into my own particular ideas and ideals.

I was like unto all sincere reformers—a revolutionist. I had no conception of the fact that all recoveries from serious diseases, whether they be political or physical, must necessarily be slow to be permanent.

It makes no difference how sincere a crank may be, his crankiness injures society just the same.

There is nothing so cruel as a crank with one idea, even though his intentions be ever so charitable.

The down-with-labor crank is as injurious to society as the down-with-capital crank.

If the great solid thinking masses were given the opportunity to work their way patiently and slowly on toward eventual, permanent reform, we would make some progress in this great post-war effort at reconstruction.

But the reformer demands an overnight cure, which is impossible of accomplishment.

The human race is the victim of habit and it is dangerous to change even bad habits suddenly.

No one will dispute the fact that the drug habit and the liquor habit are not only undesirable, but they are positively obnoxious, and no authority will dispute the fact that it is usually fatal to cut off either the dope or the rum too suddenly from the addicts. No permanent cure was ever effected by such radical measures.

If the ignorant are apt to forget that they have the intelligent with whom to reckon, the intelligent are just as apt to overlook the fact that they must take into consideration the ignorant.

I am not prepared to say that the reformer does more harm to society than good, but I am positive that the reformer does much harm just the same.

Government is a blessing, only so far as government functions as a protection to the governed.

The aboriginal man knew no law, but as society evolved and governments were established, with each step forward, each member of society was compelled to surrender some personal liberty. Thus the aboriginal man could kill, rob, and rape. Today that liberty is denied him.

But when government is overdone to the extent that an excess of personal liberties must be surrendered, then loyalty to government begins to lessen and the citizen is apt to view the government with suspicion, as a persecutor and a denier of protection, rather than as a protecting benefactor.

In the loud cry of complaint against the people generally, for their alleged disrespect for the law, it is well to pause and consider whether the people have not been overdone with law.

The duty of government is to foster, encourage and aid private business, and if government is persecuting private business, is private business to blame for resenting the unjustness of the persecution?

Resentment of unjust laws was the cause of the foundation of the American Government, and human nature has not changed one particle since the tea was dumped into the Boston harbor.

If people are justly taxed, all very well and good, but if they are unjustly taxed, are we to forget that our forefathers rebelled and fought to relieve us of unjust taxation?

In accusing citizens of being unfair to the government, is it not worth while, at least, to stop and consider whether or not the government is fair to its citizens?

If we find ourselves the victims of unjust laws passed by the efforts of the blatherskite, is it not possible that perhaps we have been too apt, ourselves, to give encouragement to the blatherskite?

We hear of possible candidates for high offices, because they are "dry," or because they are "wet," but we rarely hear that a candidate is best fitted to govern, because he is just to all.

Factionalism within a business organization is certain to weaken if not ruin it and the same is true of government.

Blocs, Klans, "Wets," "Drys," and all other factions must weaken the government as a whole. It cannot be otherwise.

In view of these well accepted facts, I cannot help but conclude that if we could in some way suspend the activities of all reformers until we get fairly well out of our present difficulties, we would be far better off.

Nature is the greatest, if not the only real restorer after all. The great common people, if left to themselves, and not agitated, will work out their own salvation.

They tell a story on a new Houghton Distributor who had just been installed in a new office, with typist, telephone 'n everything. Seeing through the glass partition whom he supposed to be a prospective customer, the Distributor picked up the telephone receiver and audibly engaged in the following pretended conversation, "Is this the United States Steel Corporation? This is Houghton. We will ship that order for a tank car of Houghton's No. 2 Soluble Quenching Oil immediately." Then he hung up the receiver and let a condescending glance fall upon the "prospect." "Excuse me," said the "prospect," "I am from the telephone company and I came to connect your new 'phone."

Mr. Blink was the candidate opposing Miss Blank for State Senator. Mr. Blink started to play politics by kissing all the babies. Miss Blank then started in to kiss all the fathers. Now Miss Blank is wondering why the female vote did not support her.

How Labor Can Control

SOME time back in the *New Republic*, a thinly disguised, socialistic propaganda organ, there was an article by A. A. Berle, Jr., under the caption, "How Labor Could Control," which proceeded to relate a scheme of how, not labor, but a very small percentage of labor—UNION LABOR—could control. The NONUNIONIST, who outnumbers the unionist fifty to one, or more, was not considered. Which, of course, is the usual socialistic idea of fairness.

Socialists claim that their theory of government is based upon equal rights for all, and every time they have had an opportunity to govern, they have proceeded to establish a government of the socialists, for the socialists and by the socialists and for the most part, the solution of what to do with the nonsocialists, has been to put them to death.

Of course, Mr. Berle gave no sensible reason as to why union labor should control; his readers, I suppose, are to take that for granted.

I will say this for Mr. Berle's scheme, however, it is the only socialistic, labor scheme with which I am in favor and I opine that employers in general would be in favor of it.

But the scheme is not new at all. It has been tried out and failed repeatedly and is being tried out and failing now. That's the pity of it.

The plan is to place the control of all corporations employing labor, in the hands of their common stockholders and issue the common stock to the employees. Mr. Berle does not make

Speeding up Production

IT is not always necessary to buy new machinery to increase production. A study of existing equipment often presents an economical means.

When the specific problem is re-modeling drives to effect the increase in horse-power transmitting ability, there are several factors to be considered. Important among them being:

1. *To increase the initial tension, by increasing the difference between the tight and loose sides of the drive.*
2. *To increase the tractive force or friction and utilizing to the fullest advantage the very best natural properties of the leather belt and the pulley faces.*
3. *To increase the arc of contact.*
4. *To determine the correct width of belt required.*

Carelessness in determining the correct width of the belt for the drive, according to our best experience is found to be a very common source of permanent trouble. An eight-inch belt costs twice as much as a four-inch belt, hence, so far as cost is concerned, is an important factor.

Many drives are under-belted with too narrow belts—which is false economy.

Many drives are over-belted with too wide belts—which is extravagance and false economy.

Everything being equal a VIM Leather Belt will transmit 20% more horse-power than any other belt made.

There is no other belt like VIM Leather Belt.

It is 100% leather and made of the heaviest known hides, averaging 100 pounds each, whereas, the very best grade of oak leather belting is made from 65-pound steer hides.

The heaviest selection of packer steer-hides possible to obtain in the United States or South America will not run over 65 pounds each. If these hides were made into leather by the VIM Tanning Process they would produce a thickness of 3/32″, and if tanned by the oak leather process the thickness would be 3/8″.

It is easy, therefore, to appreciate the difference in the fiber strength between a piece of VIM Leather of 3/16″ thick and a

piece of oak tanned leather of the same thickness.

In oak leather belting the fiber is very short, whereas, VIM Leather Belting has a very much longer fiber—our booklet, *"The Belt that puts the pull in the Pulley"*, explains how this difference is produced. A copy awaits your request.

Leather belt consumes power in the force necessary to bend it around the pulley. The cost of power consumed in the friction of the fibers of oak leather belting in service far exceeds the original cost of the belt.

Another factor in speeding up production is proper lubrication. Houghton's Absorbed Oils are for the lubrication of general machinery.

Production is not slowed up by the necessity of so frequent oiling or waste in oil-spotted products, as Houghton's Absorbed Oils stay put.

Houghton's Absorbed Oils have additional economic advantages in the manner in which they function, so that if you will total the advantages of these OILS, they will show a reduction in cost of lubrication of 50% and in many cases a greater reduction depending on the grade of oil now in use, without increasing the cost of power. The latter is very important because ordinary lubricating greases will materially reduce the cost of lubrication, but will so increase the coefficient of friction at the lubricated parts,

that they cause a waste in power many times greater than what they save in lubrication.

As the Houghton Research Staff originated petroleum lubricants for general machinery, and as the Houghton Lubricating Oils, sold largely under the trade name of Cosmolubric, have been the World's standards of quality for over a half-century, we trust the reader will appreciate that the claims which we make for Houghton's Absorbed Oils emanate from a recognized World's authority upon lubrication and lubricants, and not from some mere inventor blindly prejudiced in favor of his own invention.

Have you received your copy of "*The Oils that Stay Put*"? It is not just another advertising booklet, but one containing valuable information on the subject of lubrication. Who in your organization should receive it?

E. F. HOUGHTON & CO.

Oils and Leathers for the Industries

See inside back cover for our nearest address

it so very plain as to how we are to begin, but I take it that the stock when it is first issued, having no value, is to be distributed gratuitously among the working people.

Mr. Berle very generously concedes that an executive should receive more than a floor sweeper, but, inasmuch as the stock is to have no value when distributed and is not to be distributed for services rendered, I cannot see why one should have more than another. Surely, were a company to give a banquet to all of its employees, as a gratuity, it would not advocate that the executives had a right to eat more than the working people.

But the kernel of the scheme is: that after the interests are paid on the bonds and non-voting preferred stock, and suitable amounts are set aside for other incidentals, the remainder is either to be paid out to the no-value common stockholders in dividends, or, if the business needs all or a portion of the earnings to make improvements or protect its credit, to be placed in a surplus account, which is to belong to the no-value common stockholders, thus setting the book value for the no-value common stock.

Fine, if perchance the earnings of a business are due to efforts applied contemporaneously with the profits, but it has been my observation that most businesses run at a loss, or with little or no profits for a number of years, until their organizations are perfected and their reputation and good will are builded up. Therefore, before this is done, there would have to be issued to the preferred stockholders a sufficient amount of stock to cover the good will, patents, trade-marks, etc., because such items are rarely carried at any value upon the books of large corporations.

This would, of course, increase the income of all of the preferred stockholders, and as I would be in that class, that is one reason Mr. Berle's scheme looks good to me.

Of course, it is self-evident that Mr. Berle never faced a pay roll, or ever had any practical experience in the conduct of a large business, employing any considerable number of people, or he would realize the tremendous difficulty which always accompanies the putting into effect of any new benefit for the working forces, excepting a cash advance in wages. Even the much advertised shorter hours are rarely sincere. That is, the men do not really want to work fewer hours, but they want more money for every hour they work over a reduced number.

Mr. Berle truthfully states that employers and investors would be more than willing to exchange their common stock holdings for bonds or preferred stock, giving the laboring folks the common stock and the profits from the common stock, but he omits to state that this willingness would be providing his scheme would work. But the great trouble is that, "government of the people, for the people and by the people" has always been impractical, is now and always will be, whether the government be of a nation or a business.

The best the people can do is to select those who are to govern them, and wherever the system of selection is such that the governors are least intimidated by the people, so that the people shall be governed as is best for them, rather than as they want, the better the government is and the happier and more contented the people.

There was never a happy or contented mob.

Mr. Berle's theory is also based on the supposition that all businesses employing labor are sufficiently profitable to pay dividends, or earn and pay out profits on the common stock, whereas the real history of many businesses is to the contrary.

It is not at all unusual for the surplus profits to be invested in increased plant, and the value of that plant charged off at the rate of 10% per annum. In many businesses, including my own, there is no attempt to ever pay a cash dividend on the common stock.

In other words, business is not what Mr. Berle assumes it to be, a mere money making proposition for its stockholders, and it would have to be such, in order to have the Berle plan succeed and when business has for its sole object the accumulation of wealth for its stockholders, good-bye business.

Of course, according to the Berle plan, the common stockholders—the employees—would do all the voting and, therefore, be in control, and every officer from the president down would be subject to the will of the common stockholders. The Berle plan assumes that the employees—the laboring class—would vote into office the most competent men to fill those offices—the men who would conduct the business for the best interests of the business, but, fortunately, we have two concrete examples of how the laboring classes vote.

Do they vote in politics to place in office those men who will do the most for the country at large, or for the demagogue who promises to do the most for labor, irrespective of the injury to the country at large?

Do they vote in their unions for men who will lead them wisely and best, or for the radical blatherskite who will set up labor in opposition, not merely to capital, but even more bitterly to nonunion labor?

Is it, or is it not necessary for a man to have a very thorough comprehension of BUSINESS before he can become an efficient executive in a successful business?

Who is going to teach the laboring class as to what constitutes the proper qualifications of an executive?

The labor leader, under the Berle plan, would be merely transferred to a business executive. It could not be otherwise. Whereso-ever man is elected by the vote of the people, the quality of that man is equal to the composite quality of the electorate.

Business success no longer depends upon sharp practices and trickery, but upon honesty, integrity and economy.

Today the contract of the majority of the labor unions is not worth the paper it is written on, while the word of the average business man is as good as his bond. Is business to be handed over to this class of executives?

How long after the Berle plan was in operation would it be until big "Bill" Hayward, "Gene" Debs, or their equivalent, would take up the reins of business, and how far could business proceed upon such a basis?

It is not the fate of business alone which would be at stake in such an experiment, but the country itself, for the prosperity of every civilized nation depends upon its business—its commerce.

Almost without exception, the permanent prosperity of large, industrial concerns has depended upon the payment of the least, and not the most, cash dividends to its stockholders. But inasmuch as the desire and ambition of every laboring man are to cease to be a laboring man, there are but few of them who are satisfied and expect to remain permanently with the same employer. The statistics of turnover substantiate this. Each of these men would vote for that management which would so conduct the business that he would receive the greatest dividends for his stock holdings, while he was in the employ of that company.

The Berle scheme would create political factions in every organization, which would be more injurious than a closed shop, for say what you will, one of the advantages of a closed shop is the good feeling or fraternity which exists among the exclusive union employees. And one of the disadvantages of the purely, theoretical, open shop is the constant friction between the union and nonunion members.

The Berle plan is a very inefficient, thinly disguised and utterly impractical plan to turn over to the labor unions for the control of business, for Mr. Berle discloses this intention by the title of his article. It will not do to say that, "the executives will also own stock and individually they will own more than the individual worker," for the labor union members as a whole would have control, and without control on their part there would be nothing to the scheme, and as a labor union member's first allegiance is to his union, nothing could prevent the unions from dominating all business and when this would come to pass, the socialists know full well, that in order to save itself, the nation would have to accept the least of two evils and take over the control of business as a nation, therefore, the realization of the socialistic ideal.

All of which is a typical demonstration of the surreptitious and underhand methods which the socialists are ever scheming in order to bring about the realization of their theories.

Having failed to prove that socialism can possibly be an improvement upon the existing conditions, they would lower and prostitute the existing conditions, so that socialism may gain by the contrast.

But in spite of all this, I hereby heartily recommend that the Berle plan be immediately put into operation—by all of my competitors.

The emigrants having settled the United States, the question now is for the United States to settle the emigrants.

Off the President's Bat

I WANT it distinctly understood that I never publish anything in The LINE for the purpose of hurting any one's feelings or doing any one an injury.

I have never mailed or caused to be mailed any copy of The LINE to any one, for the purpose of offending him, injuring his feelings, or injuring any one else.

I have no spite and venom in my make-up. I know that nothing will cause one to grow old so rapidly as hate. If I have enemies, I do not hate them, although I confess I may be a few chips shy on the Biblical command that I should "love my enemies." I never could get the hang of that command anyhow. Suppose my enemy is a woman and is not my wife, must I love her? What right has a man to love any other woman than his wife? Would it make for a good defense against large alimony, if after my wife proved that I loved another woman, to prove that the other woman was my enemy?

Could I say, this woman whom I love has done me grievous ill, for she has led me from the path of virtue and is, therefore, my enemy, but being my enemy, it is my duty to love her?

After all it is as Schiller put it:

"The zeal of friends it is that razes me,
And not the hate of enemies."

The injury which one's enemies do one, is for the most part, purely imaginary.

Any chap who has reached the age of sixty can look back and take an inventory of his life and readily see that it has been his friends, rather than his enemies, who have done him the most harm.

Either our old friend Ham, or Bacon, said:

"We read that we ought to forgive our enemies; but we do not read that we ought to forgive our friends."

Old Syrus, not meaning Cyrus Curtis of the *Saturday Evening Post, The Ladies' Home Journal, Country Gentleman,* Philadelphia *Ledgers,* etc., who pays more postage than any other man in the United States and pays less postage than he should to an amount greater than any other man in the United States, but some gink who wrote maxims, back 42 B.C., and who never paid a cent of postage, but carried his circulation down to the present time in spite of that. He was a Syrian, but was not in the rug business. History does not state whether he did or did not wear a Shriner's lid. But he was a good fellow, if we may judge by his writings. But you can't always, sometimes, just tell about these old timers. But he had the right dope on this enemy stuff, when he wrote, "That is a most wretched fortune which is without an enemy."

Once upon a time there was a chap who left his old firm in a fit of rage, filled with spite, venom and vengeance, poisons more dangerous than a snake bite.

He started in opposition. He arose in the morning hating and swearing vengeance on every one connected with his old fiirm and damned them before he went to bed, instead

of saying his prayers. Every time his own concern obtained the slightest publicity he mailed a copy thereof to as many of his old business associates as his pocketbook could afford; if he met the errand boy of the old concern he would tell him of the wonderful success he was making; if he met Miss Underwood he would tell her of how many accounts he had taken from the former source of his pay envelope; if he met a salesman he would fill him full of tales of how rapidly he was getting rich and, of course, he generated spite, enmity, and raised for himself the maximum lines of opposition and went flat broke, for it could not be otherwise.

He blames the old house and everyone connected with it for his failure, whereas whatsoever chance he had to succeed, he spoiled, because he could not forgive and forget. His health is broken and he is in bad with his wife on account of his bad disposition and the real cause of his trouble is not his enemies, but his friends, who advised and induced him to make such a damned fool of himself.

I know a chap, who is not on The LINE mailing list, but who makes it a point to obtain a copy of each issue, which he closely scans to see what there is in The LINE about him, for he takes to himself every article adversely criticising any one, if he can possibly fit himself into the story. The facts are that this is the first article I ever typed for The LINE when he was in my mind.

Take this from me: whensoever you hear folks knocking a man who has succeeded and against whom there is no well-known indictment, that man being knocked has made his mark in

the community; he has done some useful work for others; he has benefited the community, because there are those who are so low in their own estimation that they believe the only way they can raise their own opinion of themselves is to try to pull some one down who is nearer the top.

"You cannot climb up by pulling the other fellow down," is as applicable to reputation as it is to fortune.

Hiram's cow was killed by the train and Hiram sued the Reading Railroad for damages. In the cross-examination of Hiram's hired man, the Counsellor asked, "How much milk did the cow give?" "Eight quarts," was the reply. "How much of that did you sell?" asked the Counsellor. "Twelve quarts," was the reply. And of course the jury based its verdict on twelve quarts. For it must be self-evident that the plaintiff suffered from the loss of the sale of twelve and not eight quarts. Justice, you are a peach.

The other day bandits held up a chain cigar store and made a pretty good sweep of the stock. The next day the manager inserted in the paper, the following personal. "We have carefully calculated the amount of coupons which go with the stock removed from our store last night and these coupons may be had on demand by those proving title."

An English reader wrote us asking, which we considered the most uncivilized, Lynching or Football?

Willie Wiseman

THE other day Willie happened to be in the lobby of the Congress Hotel, Chicago, when in blew Bert Kragen.

Perhaps you know Bert. If you don't, you have heard him, or at least heard his clothes.

Well, Bert was accompanied by a lady who was his opposite in every way—modest, demure, and all that sort of thing, don't you know.

Well, Bert introduced Willie, which made Willie suspicious at once, for Bert is not noted for being liberal in regard to anything but his own clothes.

That evening Willie happened to walk right into said lady, as Willie was entering the Egyptian Room, with the thought of taking on food stores, as they say on the good yacht *Franeda.*

Willie thought it would not be so lonely if it might be so arranged that said lady would dine with Willie. Therefore, said invitation was extended and accepted.

It thereafter developed that said lady was a constant reader and an admirer of The LINE and Willie certainly had a most entertaining and instructive two hours.

But as Willie only had one pair of trousers with him and they were showing inflation at the knees, Willie wanted to get said trousers in the hands of the valet and back again in time to dress for breakfast, so Willie pleaded "a pressing engagement," and said on leaving: "I have

indeed spent a most enjoyable and instructive dinner period. May I inquire, are you a literary lady?"

"Oh! No! I am a teacher in a kindergarten," was her sweet reply.

And now Willie is off Bert and everything associated with him for life.

It is, of course, in keeping with their cowardly characters, that the Ku Kluxers should hold clandestine meetings, but don't be too hard on the K.K.K. In many of our communities our most respected and prominent citizens are organized into Law Enforcement Leagues and other bodies, the object of which is to take the detection and prosecution of crime out of the hands of the lawfully constituted authorities and place them in the hands of a purely self-constituted body of volunteers, responsible to no one.

A District Attorney (it makes no difference whether he was county or federal) once asked me what I would do with such self-constituted usurpers of the law, and I replied:

"I would send for the head, and I would say to him, 'If your organization can give me any evidence or aid in prosecuting violators of the law, I welcome such assistance, but the very first evidence that I receive that your members are playing for self-prominence, or in other words, newspaper notoriety, I will proceed against you for obstructing justice.' "

pulling a load. Did you ever put a traveling bag, a pair of shoes, a leather trunk, or any other leather article away in storage for some time and then when you went to use it, found, though idle, that it had rotted into a condition of uselessness? That is a usual, rather than an unusual phenomenon with leather belting.

Vegetable leather belting does not last until it wears out as most of the literature of The Leather Belting Exchange would have you understand. It as frequently rots out and it would be a most welcome piece of information if The Leather Belting Exchange would tell the belt user, how he is to protect himself from leather belt rot.

We have the so-called elongation test for belting. The object of the elongation test is to ascertain the liability of a leather belt to stretch. In reality it does nothing of the sort, because the elongation test is not made under the same conditions as those under which the belt renders service. The elongation test, however, like unto the oil tests, will help toward ascertaining uniformity. Every leather belting manufacturer has experienced complaints of excessive stretch, notwithstanding the fact that the elongation tests have been satisfactory.

Then there is the breaking test, absolutely valueless in ascertaining belt quality,

but, providing the portion of the hide from which the test pieces are cut is known, it is an aid in determining uniformity.

But we might have other tests which would aid toward uniformity.

For instance, we might have a uniform method of testing the effect of hot water on leather; taking such tests at different temperatures for different makes, just as we vary the temperatures at which the viscosity-test of various oils is taken.

We might apply a test to leather similar to the Brinell test which is applied to ascertain the hardness of metal. The test consists of an instrument by which a ball may be dropped on the metal under uniform conditions and the rebound of the ball ascertained.

Connected with the hot water test there might be an absorption test, by which the quantity of water absorbed by the leather in a specific time, could be ascertained. This absorption test might be made with oils, hot greases and hot waxes as well as with hot water.

X-ray tests might be made to ascertain uniformity of density, but we are not so certain of that, as yet.

Should you mention these suggestions to a member of The Leather Belting Exchange, he would most likely smile sarcastically and say, "That is another of Carpenter's dreams." But it is not a dream, for with the single exception of the X-ray test, Houghton has been using all of these tests with very satisfactory results and has gotten along so far with the X-ray test as to ascertain that it is probably feasible, but owing to the length of time, the expertness necessary to interpret the plates and the expense, there is a doubt as to whether or not it is practical.

I believe that ever since power transmission belting has been made of leather it has been admitted that bull hides produce leather which is unfit to put into belting. I suppose the next revelation which The Leather Belting Exchange will make to the public will be proof of the fact that bull hides produce inferior belting leather.

But what the public wants is either that The Leather Belting Exchange shall bow its exit, or contribute something besides "Bull."

So that's that.

IT is a peculiar trait of human character that unless one is experienced in being in the public eye, one is apt to take offense

at criticism of oneself or one's actions and hate the author of such criticisms.

Thus it has come to pass that some of the individual members of The Leather Belting Exchange have said some spiteful things concerning me, or at least things seemingly intended to be spiteful. I have been informed that one member in particular has made so bold as to threaten to slap me on the wrist. But it is significant that none of them reply to my charges. These are ignored entirely and then every possible countercharge is made against my Company and myself.

Suppose I give the readers the benefit of some of the terrible things they say:

"VIM Leather is merely Carpenter's fad and would have made but little progress had it not been for Carpenter's ability to advertise."

I am deeply grateful for any compliment which may come from a member of The Leather Belting Exchange and, therefore, highly pleased with the acknowledgment that I know how to advertise. But, in these days, any successful advertising campaign must be backed by a meritorious product. The day has long passed when advertising will sell products lacking merit. The Leather Belting Exchange will soon discover this, when it notes the disappoint-

ing results of the present campaign in favor of leather belting. As to VIM Leather being my fad, that is not so and every intelligent belting maker knows that it is not so.

VIM Leather was invented by the most successful tanner in the whole World and of all times—the man who invented Vici Kid; the man who revolutionized the shoe leather industry by being the first to successfully manufacture and market a chrome tanned shoeleather. A man who during his life was considered the greatest living authority on leather. As much as I would like to have the honor and credit of having originated VIM Leather Belting, I cannot permit even my friends among the membership of The Leather Belting Exchange to give to me that which belongs to my old friend, the late Hon. Robert H. Foerderer.

It is, of course, true that under Mr. Foerderer I occupied the humble position of Manager of the Steer Hide Department. My job, however, was really Chief of Research, for my principal duties were to tell the tanners at the Foerderer tannery what the requirements of the industries were in leather; test out the leather produced and criticise it. The Steer Hide Department of the Foerderer business was purchased by

E. F. Houghton & Co. after Mr. Foerderer's death and from that time on, and only from that time, or to be exact, from August, 1903, have I been responsible for VIM Leather Products. Furthermore, I am quite certain that I would not have permitted my Company to have bought the VIM Leather business unless I had possessed positive evidence of the merits of the product.

Then again, fads are not lasting. We began in 1896 to develop VIM Leather at the Foerderer tannery. VIM Leather Belting has been on the market for over a quarter of a century. A little old for a fad, don't you think? There are VIM Leather Belts today in operation which are over 18 years old. Furthermore, the largest leather belts in service today in the great steel manufacturing districts of the United States are made of VIM Leather. So "fad" is hardly the proper term to apply to VIM Leather.

But if VIM is a "fad," then why are many members of The Leather Belting Exchange trying to market an imitation of VIM? It seems rather inconsistent to condemn an article as a "fad" and then try to imitate it.

Another chap thought he would knock me by saying:

"Carpenter is not a tanner and knows nothing about tanning."

Carpenter is not a belt maker either and he seems to know sufficient about belt making to bother those who would benefit themselves by deceiving the public. After all, what constitutes a "tanner?" Is it what one knows of tanning or what one thinks he knows? There can be no questioning the fact that I was intimately associated with the largest mineral tannery in the World for five years; left them on friendly terms and am still friendly; that I afterwards spent four, two, eight, and eight years associated with other prominent tanners, in each and every instance, directing the tanning of heavy leathers, and there can be no question of the fact that the Houghton Tannery in Philadelphia is the most up-to-the-minute plant for the tanning and currying of heavy leathers and for the experimentation with leather oils and greases of all sorts. The Houghton Tannery in Philadelphia was built primarily for a research tannery. Years of laboratory experience, during which we have been associated with the most capable and reputable public chemists, who have specialized upon leather research, have taught us that real research in leather making can only be carried on in the actual process of tanning

in a practical way, and that nothing worth while can be accomplished in the laboratory alone.

It is not for me to proclaim as to what I know about tanning, but I do claim that I have had a greater opportunity to learn about mineral tanning than any other man engaged in the leather belting business. VIM Leather Products themselves tell the story of what I know, or rather what the Houghton organization knows, for after all it is the Company they mean and not Carpenter, when they attack me.

So that's that.

The term "VIM LEATHER PRODUCTS" means practically everything made of leather which is used for mechanical purposes. It means not only every product that is made out of vegetable tanned leather, but also many products made from rubber, canvas and other materials. For VIM Leather differs materially from vegetable tanned leather in the fact that vegetable tanned leather is subject to disintegration or rot, by the action of oxygen and acids, while VIM Leather is non-oxidizable and proof against the action of mild acid or alkaline fumes, as well as proof against the action of salt air.

So-called waterproof belt is made from the ordinary vegetable leather belting, by submitting it to a bath of liquid grease. The theory is that the grease will repel the moisture and protect the fibers of the leather from oxidation, after the same fashion as we prevent metal from rusting (oxidizing) by smearing it with grease.

But it is as impossible to make a vegetable leather belt nonoxidizable by filling it with grease as it is to make a piece of steel nonoxidizable by covering it with grease. If we attempt to prevent the oxidation of metal by the use of tallow, lard, or other animal or vegetable grease, we know that such greases decompose and generate free acids which aid in the corrosion of the metal. So it is with the alleged waterproofing of vegetable tanned leather belting. Because mineral oils and greases are not fitted for waterproofing leather; animal, vegetable or a combination of such greases are used, and inasmuch as in service the leather is under a constant condition of distortion, these greases are being constantly brought to the surface, where they are subjected to the heat of the friction of the belt on the pulley and here there is constantly ground into them the atmospheric moisture, which causes the greases to putrefy, and liberate

acid which tends to aid the oxidation of the leather fibers.

VIM Leather is different. Its fibers are nonoxidizable. It requires no grease or other foreign substance to prevent VIM Leather from oxidizing any more than it requires grease or other substance to prevent gold from oxidizing. The use of vegetable tanned leather for any mechanical purpose without filling it more or less with some grease, is impractical. There are millions of square feet of VIM Leather in use which is just 100% pure VIM Leather, with not one particle of oil, grease or other filling. I refer to No. 1 VIM Leather used so extensively for friction purposes. Of course, VIM Leather Belt contains an oil, which is used solely to lubricate the fibers as they move one on the other, thus reducing friction and prolonging the life of the belt. But VIM Leather is not made nonoxidizable, it IS nonoxidizable, naturally.

So that's that.

IN October last, there came off the Houghton Press a pamphlet entitled, *The* OILS THAT STAY PUT.

The object of this pamphlet is to create a demand for HOUGHTON'S ABSORBED OILS

and, therefore, it might be classed as an advertisement, but as I have looked it over I have come to the conclusion that it is one of the very best technical contributions to the subject of lubrication and lubricants that has thus far been published.

Please understand that *The* OILS THAT STAY PUT was compiled by the Houghton Research Staff, of which I am only an humble unit with no official position on the Staff, whatsoever. So I am not boasting of my own accomplishments when I praise this pamphlet.

Perhaps you do not know that E. F. Houghton & Co. publishes books upon various technical subjects from time to time, which are in no way advertisments. In fact there is no mention in such books of the commercial accomplishments of E. F. Houghton & Co. or the Houghton Products.

The Houghton Research Staff, which has existed for over a half-century, accumulates certain information. Much of this information might be classified as "trade secrets," while most of it is information which in a general way would prove a great public blessing were it known to all of those interested.

So when we get a lot of that sort of stuff in our system, we just compile it into a

book and up and publish it. Of course, there is no profit in this publishing business, even though we are compelled to place a selling price upon many of our publications. But if wealthy folks can contribute universities, hospitals and parks to the public and if the medical profession can afford to contribute their medicinal discoveries to the public, Houghton feels that they would like to also contribute their mite, for what it is worth.

There is one subject upon which the entire World seems to be a unit and that is, we should economize upon the use of all products from petroleum, not merely because it is immediate money in our pockets to do so, but because it is our duty to do so.

The OILS THAT STAY PUT shows why it is our duty to so economize and how to do it.

There is no charge for *The* OILS THAT STAY PUT. It will be mailed to any address in any part of the World, postage prepaid, free of charge.

CHAS. E. CARPENTER,

President.

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P. O. Box 6913

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

INFORMATION as to the adaptability, proper care and maintenance of leather belting is not obtainable in any one complete book. Even that which has been published in book form is more or less imperfect.

The men who do the actual work of installing and caring for belting rarely refer to such publications, because of the inconvenience.

The Houghton Research Staff has done much to make these men more intelligent on the subject by publishing in the form of a wall hanger, 23" by 32", the most important of this information.

By having this hanger on the wall, always available, the belt men get the habit of consulting it, and thus errors are avoided, economies accomplished and better belting service obtained.

Here is what a few have said who have received "THE CARE OF LEATHER BELT" hanger:

HEART TO HEART TALK

"It is the best belt information in the best form."—From a Rolling Mill Supt.

"It is something the belt user has always needed."—From a Textile Mill Agent.

"Please send us ten more, we want one in every room."—From the Manager of an Automobile Works.

"Send us six more with a bill."—From the Purchasing Agent of an Oil Refinery.

You may have as many copies (while they last) as you can use, and there is no charge.

You are under no obligation to purchase anything from us because of the asking.

You ought to at least send for one copy and look it over.

So that's that.

LEATHER VIM BELT

REG. U. S. PAT. OFF.

WERE you ever to Coney Island; a country fair, or other places where the public go, with the expectation of being swindled? If so, you have perhaps noticed that the bigger the faker the bigger the crowd around him.

HEART TO HEART TALK

The Leather Belting Exchange is featuring the crowds which have surrounded its exhibits of the belt slip testing machine.

Which causes me to remember that some philosopher, whose name I cannot remember, once said:

"If we could only see ourselves as others see us."

So that's that.

A PROFESSOR in a State University, writes us the following unsolicited letter:

"We have just indulged in a series of belt tests here, the upshot of which is that the frictional, tractive power of VIM Belt is way ahead of that of any other belt; but the test of a new rubber belt shows more frictional, tractive power than either a new oak tanned leather belt, or an old oak tanned leather belt, dressed with belt preservatives (probably tanners' oil) only. Our method is to slip a pulley under a stationary belt and measure the tensions on either side of the pulley. The method was first developed by Friedrich in Germany and comparisons that I have made between his results and

results of Lewis in this country, with a running belt, seem to show that the methods give identical results. There may, however, be a slight heating effect on the belt in our case, which is eliminated in the running belt, although if that is so, the heating effect is hardly perceptible.

"If some of your engineers or representatives should happen to come this way, we would be extremely glad to have them drop in and criticise our method. As servants of the State of **** only, we have absolutely no prejudice in the matter, but are interested merely so that the whole truth, and nothing but the truth, shall be found out."

The test above referred to does all that The Leather Belting Exchange does on its testing machine, and it is older than The Leather Belting Exchange by many years.

Any attempt on the part of The Leather Belting Exchange to prove that its belt slip test is something which has been developed by its research, is merely false and reflects on the entire leather belting trade, lessens confidence of the belt user in leather belting and does harm instead of good.

The letter which I quote is dated December 22, 1923.

The test was not conducted under the supervision of any leather belting manufacturer, or with our knowledge. I don't even know where the VIM Leather Belt that was tested was obtained.

But the test quoted proves what I have always contended, that so far as the belt user is concerned, the test is worthless, for the test will prove that rubber belting when new, will slip less than oak leather belting, while in practice, after the newness is worn off and the leather belt attains its suppleness, the leather belt will slip less.

I repeat that the continuance of the slip test by The Leather Belting Exchange is an injury to the leather belting business.

So that's that.

I WOULD thank some interested reader to furnish me with information, or tell me where such information may be obtained, which treats of the loss in power occasioned by belt creep.

Our folks do not seem to have mastered this problem, at least not to my satisfaction.

Please note that I never hesitate to state

that I do not know what I do not. I learn by asking for information.

Belt creep is due to elasticity, as I take it. Naturally one would then suppose that the most elastic belt would have the most creep. But that is not proven by tests of VIM Leather Belt, because VIM is about the most elastic of any belting in considerable use and seems to creep less than any of the lesser elastic belts. I take it that this is due to the superior pulley traction of VIM.

I promise to personally read every reply to this request for information.

So that's that.

A LINE reader writes me:

"Be a booster; don't be a knocker. The Leather Belting Exchange is doing the best it can. You know you are one of those men like Roosevelt, who would find fault with anything that was being done, unless he could boss the job. What have you done that is so wonderful, that you should set yourself up as a judge of The Leather Belting Exchange?"

I acknowledged receipt of the letter,

stating that I would reply to it in this number, so here goes:

I am a booster. I am trying to boost the entire leather belting business. The Leather Belting Exchange is not doing the best it can. I prefer to be like unto myself, but if fate decrees that I should be like some one else, I would as leave be like unto Roosevelt as any one I know. I have heard much said about "Teddy", but I never yet heard any one call him either a hypocrite or a pretender.

As to what I have done, I can only modestly say that I have been an important factor in perfecting the only new tannage of leather that has met with any considerable success for belting leather, and have been the means of directing more real, helpful research work, as applied to the subject of belting, than The Leather Belting Exchange. Furthermore, I am not judging The Leather Belting Exchange; I am telling you about it.

I stand prepared to cooperate with any body of leather belting manufacturers, for the general good of the belting user, providing that body is not one whose practices have been pronounced illegal, and it is honest in its intent, and is free from the appearances of charlatanism.

If to object to evil constitutes being a knocker, then all governments and all religions are knockers, and so am I.

So that's that.

ALL this talk and noise about fabricated belting is unnecessary and nonsensical. At no time, during the 27 years I have been engaged in the leather belting business, have I ever heard of our Company losing an order for VIM Leather Belt, because a fabricated belt proved better.

The best fabricated belting is better than a lot of the poor quality of leather belting. Every leather belting manufacturer knows or ought to know this, and all of the faking that is possible to bring into play will not prove to the contrary.

The solution to the alleged large inroads which the fabricated belting is making into the sales of leather belting, is not belt slip testing machine exhibits, but MAKE BETTER QUALITY OF LEATHER BELTING.

So that's that.

I CHARGE that it is common practice, in many leather belting works, to buy inferior hides and plump and weight them so that they have the appearance of good belting leather; to treat shoulders so as to

disguise them and make them appear as centers; to make bellies into leather belting.

The VIM Tannery and VIM Leather Shop are open at all times to inspection without notice, by a committee representing any organization interested in the subject of leather belting, and this includes The Leather Belting Exchange. I will agree to pay the sum of $5,000 for every such practice discovered in our place. Remember you may come without notice. If I am absent, this copy of The LINE will be authority to show you through. Don't give us an opportunity to "fix up for company," when you come. Jump us, as a prohibition enforcement officer would jump a suspect.

Perhaps it would be a good thing if some other leather belting manufacturers would make a similar offer. Frankly, I might be induced to head such an investigation committee.

So that's that.

I CONTEND that, that belt is the best which will transmit its load at the minimum of cost and that everything else is foreign in importance.

I believe that VIM Leather Belting is possessed of the greatest tensile strength.

Our minimum is 5,000 pounds to the sq. in., and I believe that the U. S. Bureau of Standards Specifications call for only 3,000 pounds for vegetable tanned leather belting.

But the tensile strength of leather belting does not prove its value any more than a belt slip does. Suppose I were to travel from place to place with a Riehle testing machine and break various sorts of leather belting, and prove that VIM was the strongest. What would it prove? It would prove that VIM was the strongest and nothing more. It would not prove that VIM was the best belt. That is, it would not prove that VIM would transmit its load at the least cost. This is because leather belting is never loaded to anywhere near its breaking capacity.

But such a test would prove that VIM was the best for leather packings, for it is common practice to load a leather packing up to its capacity. In fact, we know of hydraulic machines which cannot be operated successfully with packings made of any other material than VIM Leather.

Such a traveling show of tensile breaking strengths would be undignified and as harmful as is the slip test machine.

I take it that when a material is strong enough for the purpose for which it is

intended, nothing is to be gained by having it possess superior strength. If an 8-inch belt will pull the desired load, it is a waste to employ a 10-inch belt to pull the same load.

But inasmuch as belting usually wears from abrasive wear, I would like to submit VIM Leather to some well-authenticated, abrasive tests. My, what a show-up a good abrasive test would make of some of these cheap leather belts. It would also put most of the fabricated beltings out of the running.

One of the most convincing demonstrations of the superior, abrasive strength of VIM Leather is the universal satisfaction it is giving as a clutch leather, particularly in automobile truck service.

In some localities it is the leather with which all cone clutches are covered on the higher grade trucks.

I may be a prejudiced party, but I have always thought that had the cone clutches generally been covered with VIM Leather, instead of vegetable tanned leather, there would not have been such a general substitution of the disc clutch for the cone clutch, in passenger cars.

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Soap is a Lubricant Only as Long as It Contains Water.

PUT a piece of soap in the oven and dry it out; the residue is a friction aggravator instead of a friction reducer.

The usual lubricating grease is merely soap with oil, instead of water, in its pores, and is about 50% friction aggravator.

HOUGHTON'S ABSORBED OILS are different. A special grease takes the place of soap. These oils are 100% friction reducers.

Send for HOUGHTON'S ABSORBED OIL pamphlet.

E. F. Houghton & Co.

Write nearest address inside back cover

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The HOUGHTON LINE

REG. U. S. PAT. OFF.

MARCH 1924

VOLUME XXXI NUMBER III

Line Logic

A reformer is one who is never satisfied with what is.

Even the schools of fish are not as well attended as formerly.

It is about as bad to be thrown down by a friend as to be held up by a stranger.

A third party is two or more individuals who consider themselves snubbed by both of the other two parties.

The fact that J. D. Rockefeller, Jr. derives $12,000,000 annually from oil is no proof that it is the Rockefeller stock the stock jobbers are trying to sell you.

We would rather know what's what than who's who.

Did we take this country from the Indians to turn it over to the mob?

If the meek should inherit the Earth at this particular time, we fear they would renounce their inheritance.

As we become more accustomed to the radical we make the error of believing that we are getting more conservative.

If the Bible is correct and Eve made a monkey of Adam, then where does the theory of evolution contradict the Bible?

If so many woodsheds had not been converted into garages, perhaps the children would be as good as they formerly were.

The idea of Henry Ford to burn coal twice is not so new. Most of the coal we receive nowadays seems to have already been burned at least once.

Germany has always been noted for her ability to utilize waste products, so the World will watch with interest to see how she will utilize the mark.

The Supreme Court

IN a recent issue of *The Saturday Evening Post*, there was a very brilliant article by Albert J. Beveridge, on the proposition to amend the Constitution of the United States, whereby the Supreme Court shall not have the power to reverse the action of Congress, by declaring unconstitutional, a law which has had the necessary majority in both Houses and has been approved by the President.

I can't agree with Mr. Beveridge that because the Constitution is man-made, it is not sacred.

Here in Philadelphia we look upon Independence Hall and the Liberty Bell as entirely too sacred to mutilate by alteration.

The Liberty Bell is cracked, yet no one will allow it to be recast and the Liberty Bell and Independence Hall are both man-made, and all of those things which pertain to religion, which we hold sacred, are man-made.

In my opinion, it will be a sorry day when it comes to pass that nothing that is man-made is held sacred.

Our representative form of government demands that a safety valve shall be placed on Congress, and while this has always been true, it is more true today than ever, because the other safety valve—the election of the United States Senators by the Legislatures of the States, instead of by the votes of the people—has been removed.

The framers of the Constitution of the United States displayed their greatest wisdom when they put into that document those two safety appliances (the election of Senators by State Legislatures and the powers of the Supreme Court) for the prevention of damage by legislation, forced by public opinion, knowing full well that public opinion reverses itself overnight.

If there were no other evidence that a decision of the Supreme Court was necessary upon acts of Congress, we have the present-day bloc condition as absolute proof that legislation in the future is dangerously apt to be class legislation, forced upon a majority by an obstructive minority.

Legislation in Washington for years has been notoriously a trading proposition.

There has never been, in my time, a sane, sensible and just tariff bill passed, for the simple reason that the creation of a tariff bill was always the result of the trading of various interests.

A Congressman who goes to Congress and represents the selfish interests of his constituents, is returned to his seat regularly. The Congressman who goes to Congress to represent the best interests of the whole country, is usually invited to stay home by his constituents.

If Congress were composed of men of the same calibre as compose our Supreme Court of the United States and if the members of Congress were protected against punishment by a constituency, as the members of the Supreme Court of the United States are protected, then there might be no necessity for any body to decide on the constitutionality of its acts.

Mr. Beveridge proposes to satisfy the clamor for an amendment to the Constitution, by suggesting that the Supreme Court makes a rule by which United States laws will only be declared unconstitutional by a two-thirds vote of the Supreme Court.

Inasmuch as we know we have too many laws now and inasmuch as the continuous passage of laws increases the oppression of the people, it occurs to me that there ought to be a good and sufficient reason for passing any law and any law passed for a good and sufficient reason should necessarily be constitutional in the opinion of a majority of the Supreme Court.

Mr. Beveridge is of the opinion that it is the five to four decisions, declaring laws unconstitutional, to which the people object.

I, personally, would like to see some sort of a court, not elected by the masses, compelling each introducer of a new law into Congress to prove that the law is needed by the whole people.

Unjust laws are frequently passed which are favorable only to certain localities or to a certain class, and unfavorable to the whole people; also because the author of the law is a shrewd, influential member of the Congressional body and a good vote swapper, or a member of a bloc.

I think the universal opinion of all thinking men is that we have a great many very foolish and unnecessary laws.

I am very certain that I have never talked with a member of the bar, of any considerable prominence, but who has unqualifiedly agreed

that this is so. Therefore, we should act to lessen and not to increase this evil, and we will increase the evil if we remove any of the restrictions against it.

Personally, I believe that the Constitution of the United States is a liberty-giving safeguard to the whole people and any amendment to the Constitution, which is contrary to the original intentions of the Constitution, is tremendously dangerous and must eventually prove itself very harmful to the government as a whole.

There seems to be a very erroneous opinion that the majority should rule.

If the Constitution of the United States were intended to do anything, it was intended to prevent abuse of a minority by a majority.

The Constitution of the United States was a contract or agreement by which the States federated; it was clearly provided and intended that the smaller States should have equal protection with the larger States, by giving to each State (irrespective of its area or population) two Senators, providing however, these Senators were elected by the Legislatures of the several States and not by the people.

To give the smaller States the same representation in the Senate, as the larger States, now that the Senators, like the Congressmen, are elected by the people, is contrary to the original intention of the Constitution.

And now if we further mutilate the Constitution by taking away or modifying the only remaining safeguard, or if we force upon the Supreme Court a modification of its usual

methods and thus weaken the safeguard, we are merely proving that a republican form of government cannot permanently exist and that it is riding for an eventual fall.

Attention is called to the fact that, although Europe for the last half-century or more has been showing a preference for a republican form of government, those who have made a study of Europe within the last two years, are very frank and unanimous in their statement that there is a growing tendency toward the return of the monarchial form of government and the United States of America is certain to become a monarchy if we continue to remove the safeguards which the framers of the Constitution put in that document for the sole purpose of preventing the United States from becoming a monarchy.

A bachelor member of the Houghton Sales Force was escorting a young lady through the public art gallery of their town. They paused before a striking picture. "What does it mean?" asked the sweet young thing. "Why," replied her escort, with the air of the connoisseur, "he has proposed and she has accepted him," and then continued, "I wonder what the name of the picture is, though?" "There it is," said his naive companion, pointing to a pasteboard card on the frame, " 'Sold'."

They seem inclined to delegate all important duties to commissions these days, so why don't they appoint a commission to collect the German war indemnity? It would at least have the advantage of being a permanent commission.

Taxes

THAT most excellent periodical, the *Bulletin* of the Direct Mail Advertising Association, Inc., says, " Your committee feels that a tax on advertising is economically unsound," and I agree with the statement, but I am of the opinion that a tax on advertising is 100% more sound than taxes on incomes, or corporation taxes, and I do not hesitate to say why.

In the first place, I believe that no tax is sound which penalizes thrift and industry.

If I save $5,000.00 of my income this year and obtain 4% on it, I not only pay the tax on the $5,000.00 this year, but next year I also pay a tax on the $200.00 interest on the $5,000.00 I saved, and the payment of the tax on that interest is a continuous performance every year, so long as the money remains invested and brings an income, so that on that $5,000.00 income which I save, I pay continuous taxes. If the income tax lasts for twenty-five years and I save this $5,000.00 the first year and have it at the expiration of the income tax, I have paid one tax on the whole $5,000.00 and twenty-four taxes on the interest from that $5,000.00 and this is a penalty levied by the Government on me, because I saved the money, for if I had spent the $5,000.00 instead of saving it, or purchased with it some non-income, producing property, or invested it in a losing proposition, I would have no tax to pay, all of which is not sound.

I think it is unsound to penalize saving and offer a premium for spending.

Furthermore, the cost of collecting the income and corporation taxes is ridiculously out of all proportion to what it should cost to collect taxes; consequently, there is an enormous waste which comes out of the taxpayers' pockets, and that is not sound.

A sales tax would penalize spending and reward thrift and economy, and that would be sound, and the collection of a sales tax would be simplicity itself.

No tax is sound which is tremendously expensive to collect.

Tax on land values is, of course, the most sane and equitable method of taxation, but tax on land values is impossible so long as there is a farmers' bloc, which wields the balance of power in our national legislature.

You can't get land-value-taxation legislation, because there is always a sufficiently interested vote to prevent it; therefore, there is no use in fuming, because the magnificent theory of single tax cannot be put into effect. We should accept the inevitable and pass the very best tax laws we know how, so why not include advertising in our taxes?

To commence with, there is the outrageously, abused, billboard advertising, against which there is much agitation and in some countries prohibitive legislation. I can see no reason why billboard advertising should not be taxed to the limit, even though I am at the present time considering a substantial appropriation for that form of advertising.

Then there is advertising in second-class

publications. That could be taxed without costing the Government one single cent to collect it. All that would be necessary would be to pass a bill limiting the amount of advertising carried by every second-class publication to some reasonable proportion of its editorial or reading matter, and then advance the postage proportionately and the tax would be collected in the postage.

There is advertising which is circulated as third-class mail matter. Why shouldn't that be taxed? There is too much of it and the taxation of the third-class mail matter would have the healthy effect of not only raising the revenue for the Government, but of reducing the evil, and you will please remember that E. F. Houghton & Co. are perhaps the most extensive users, in their line of trade, of third-class mail advertising and substantial users of second-class mail advertising.

If it is just and equitable to have a sales tax (and I believe it is) and we can't have the sales tax, what is wrong with taxing the effort to make sales?

The average advertiser makes the mistake of believing that the returns from his advertising are in proportion to the circulation and cost of that advertising. The returns from advertising are in proportion to the quality of the advertisement and the number of people who actually read the advertisement. Every advertisement is competitive with every other advertisement.

If I walk up Broadway and a chewing gum electric sign attracts my attention on one side of the street, it competes with all of the other

electric signs within my vision at that time. I can't read two signs on opposite sides of the street at the same time. If I receive more advertising matter in my mail in the morning than I can read, naturally, some of it is wasted. Each piece competes with the other. The competition may be based on quality or it may be mere luck, but the competition is there just the same. If a magazine carries one hundred pages of advertising, there is far less chance of the reader reading any one page than there would be if the publication only carried a single page.

So as an advertiser, I say to the taxing power of the country, "Go to it!" We can do business under any conditions under which the other fellow can do business, and if you will tax advertising and relieve the corporation and income taxes proportionately, we will be more than thankful, and yet possibly the proportionate tax upon our Company would be greater by taxing the advertising.

I should like to hear from some of my readers why a tax on advertising is any more unsound than taxing a great many other things, such as gasoline, soft drinks, cigars, etc.

Honestly, I can't see it.

The other day, as a Simplex race-about went spinning through a Jersey town, noted for the severity of its speed limitations, two constables watched it disappear in a cloud of dust down the road. Said one to the other, "Did ye git her number, Si?" "No," replied the other, "she was too golderned fast fer me, but did ye notice the pert lookin' gal on the front seat?"

Dirt

I KNOW a man, and he lives right here in Philadelphia, who spends almost all of his time pointing out the sordid things in life. He is a professed reformer and he proposes to reform everything and everybody, whether they desire to be reformed or not.

It is very true that the World is not bathing in syrup, but it is equally true that it is not bathing in vinegar.

It may not hurt people to know the truth regarding the less pleasant side of life; in fact, such knowledge may be essential, but it is most injurious to keep people from forgetting the pleasant side, by having them dwell perpetually on the less pleasant.

Things have happened in almost every family, church, political party and business which were bad, but if there be a decided overbalance of good in these organizations, it is the good that should be featured.

Featuring the bad in the World is the basis of Bolshevism. Every person or group of persons who specialize on featuring the bad are Bolshevists, whether they realize it or not.

They may infringe on the trade-mark of Christ, but their creed is really Antichrist and their ritual is destruction.

These reformers are the damnedest liars in the World. By nature it is impossible for them to describe an evil without exaggerating it. They

Do you Know

The extent of the work done by the Houghton Research Staff?

Some idea of its service to the industries can be gleaned from the group of products listed on the following pages.

HOUGHTON PRODUCTS

A. A. Mineralized Stearine—A Curriers' or Stuffing Grease.

Absorbed Oils—For general lubrication.

Adhesive Belt Dressing—For oak and canvas belting.

African Slush—Black in color, quick drying; a temporary or permanent coating.

Air Compressor Oils—For lubrication of air chambers of air compressors.

Air Tool Oils—For lubrication of pneumatic tools.

Alizarine Assistant—For softening textiles.

Ammonia Oils—For ice and refrigerating machinery. Zero cold test.

Armor Plate Carburizer—See Surface Hardening Powder.

Automobile Greases—For general lubrication.

Ball Bearing Grease—For slushing and lubricating ball bearings.

Belt Dressing—See Adhesive Belt Dressing, Kensington Antispetic Belt Dressing, Vim Leather Belt Lubricant.

Boiler Medicine—A boiler compound.

Brass Drawing Oil—For drawing brass.

Brass Mold Oil—For lubrication of brass molds.

Brick Mold Oil—For lubrication of brick molds.

Bright Softening Oil—For use in sizing in manufacture of denims.

Carburizers—See Fine Mesh Carburizer; High-Speed Steel Salts; Hydro-Carbonated Bone-Black; Pearlite; Quick-Light; Surface Hardening Powder.

C. L. Oil—A high-grade animal oil for tanners' use.

Coach Oil—For lubrication of axles of coaches.

Cod Oil Equivalent—See Nutricod.

Commercial Truck Oil—For motor lubrication.

Concentrate, Soluble Lard Oil—For the making of a wool oil.

Copper Drawing Compound—See Tubol.

Cordage Lubricant—Used in place of tallow for lubrication of cordage.

Cordage Oils—Stock lubricant for twine, rope, cordage, etc.

Core Oil—See Newseed Oil.

Cosmic Counter-Corrodent—For prevention of rust upon bright metal surfaces.

Cosmoline(*Unguentum Petrolei*)—A medicinal petroleum ointment.

Cosmoline Oil "A"—For prevention of rust upon bright metal surfaces.

Cosmolubric Engine & Machinery Oils—For general lubrication.

Crank Case Oil—For use in crank case of Westinghouse and similar engines.

"C" Softener—For softening textiles.

Curriers' Grease—See Degras, Tacony; Mineralized Stearine; Mineralized Tallow; Sulphonated Stearine; Treated Tallow.

Cutting Compound—See Seco Cutting Paste; Metal Cutting and Drawing Paste.

Cutting Oil—See Emulsifier; "G" Soluble; Houghtolard; Heavy Service Houghtolard; Misceo; Non-Evaporating Soluble Base; Refrigerant Base; Solcut.

Cyanide Equivalent—See High-Speed Steel Salts; Surface Hardening Powder.

Cylinder Oils—See Vim Cylinder Oils.

Cyl-Tal—A concentrated steam cylinder lubricant.

Degras—See Moellon; Emulsified Moellon.

Degras, Tacony—Wool grease.

Degumming Oil, Silk.

Die-Lubric—For lubricating molds used in making porcelain.

Drawing Compound, Copper—See Tubol.

Drawing Compound—See Stainless Drawing Compound.

Drawing Oil, Brass—See Brass Drawing Oil.

Drawing Oil—See Tempering Oil.

Draw-Temp—For drawing at high and low temperatures.

Dynamo Oils—For dynamos and high-speed machinery.

Emulsifier—A concentrated base for making soluble cutting oils.

Engine Oils—See Cosmolubric.

Escalator Grease—For lubrication of escalators.

Fat Liquor Oils—See Glyco Neats; Sulphonated Glyco Neats; Nutricod; Sulphonated Nutricod; Victory Neats.

Fat Liquor Soap—For making fat liquor for tanners' use.

Fileine—For use by file manufacturers for preventing rust.

Fine Mesh Carburizer—For casehardening purposes.

Floor Oil—For oiling wooden floors.

Gas Engine Oil—See Crank Case Oil.

Gear Oil—For automobile gears.

Generator Oil, Electric—See Dynamo Oils.

Glyco Neats—For fat-liquoring and oiling-off leather.

Grease—See Escalator Grease.

"G" Roll Grease—For lubrication of rolls in place of suet and tallow.

"G" Soluble Oil—Soluble oil for making water mixtures used for cutting purposes.

Hardening Compound—See Carburizers.

Hardening Oils—See Quenching Oils.

Hardening Powder—See Surface Hardening Powder.

Heavy Service Houghtolard—A general metal cutting oil.

High-Speed Bath Spindle Oil—For lubrication of rabbeth spindles or spindles of the bath or reservoir type.

Houghtal—For use in sizing cotton goods in place of tallow.

Houghtolard—A general metal cutting oil.

Houghton's Emulsified Moellon—For heavy glove leathers.

Houghton's "H" Oil—For recoil cylinders.

Houghton's Moellon—For all uses where moellon degras is used.

Hydraulic Oil—For hydraulic use.

Hydro-Carbonated Bone-Black—For carburizing; particularly desirable for ball and roller bearings.

Hydrolubric—For lubrication of water of hydraulic systems.

Kensington Antiseptic Belt Dressing—A paste form dressing for leather belt.

Kensington Kid Oil—For use as a finishing oil in the manufacture of glazed kid.

Kensington Slushing Oil—A rust preventive.

Kensington Spindle Oil—For lubrication of cotton mill spindles.

Kier Boiling Oil No. 1—For Kier boiling all cotton goods.

Lard Oil Concentrate, Soluble—For the making of a wool oil.

Lard Oil for Cutting—See Compound Lard Oil; Houghtolard.

Lard Oil for Wool—See Soluble Lard Oil Concentrate.

Leather Oil—See C. L. Oil; Glyco Neats; Sulphonated Glyco Neats; Kensington Kid Oil; Nutricod; Sol-Cod, A. B. C.

Linseed Oil Equivalent—See Newseed Oil; Synthetic Linseed Oil.

Liquid Base—For refrigerating machinery

Liquid Cosmic—A rust preventive.

Loom Oils—For lubrication of textile looms.

Lorry Oils—For motor lubrication.

Lustre Oils—For use in giving lustre to pile fabrics.

Machinery Oil—See Absorbed Oils; Cosmolubric Oils.

Marine Engine Oils—For lubrication of marine engines.

Metal Cutting and Drawing Paste—For drawing and general metal cutting.

Mineralized Stearine—A Curriers' or Stuffing Grease.

Mineralized Tallow—A Curriers' or Stuffing Grease.

Misceo—Soluble cutting oil for making water mixtures used for cutting purposes.

Motor Oils—For automobile use.

Neat's-foot Oil Equivalent—See Glyco Neats; Victory Neats.

Neutral Oil—A mineral oil from Pennsylvania crude.

Newseed Oil—For foundry core making.

Non-Evaporating Soluble Base—For producing water mixtures for metal cutting.

Odorless Disinfectant.

Oil Filters—For reclaiming used lubricating oils.

Olive Oil Emulsion—A stock lubricant for worsted stock.

Olive Oil for Batching Wool—See Olive Oil Emulsion.

Pearlite Carburizer, No. 1—For carburizing purposes.

Pearlite Carburizer, No. 50—For casehardening.

Petrolatum (Petroleum Jelly).

Polishing Grease—For use in polishing metal in place of tallow, suet, etc.

Polishing Oil—For use with an emery wheel or belt for polishing steels.

Quenching Oil—See Soluble Quenching Oil.

Quick-Light "A" Carburizer—For casehardening.

Quick-Light "C" Carburizer—For casehardening.

Refrigerant Base—A concentrated base for making cutting oil.

Rope Dressing—For lubrication of rope drives.

Rub Roll Oils—For lubrication of rub aprons in woolen mills.

Rust Preventive—See African Slush; Cosmic; Cosmoline "A"; Kensington Slushing Oil; Rust Veto; Sheet Steel Slush; Slushing Oils; Steel Gloss.

Rust Veto—A slushing grease that protects against moisture in the air and moisture on the surface to which it is applied.

Salts, High-Speed Steel—For heat treating high-speed steel.

Seco Cutting Paste—For drawing and general metal cutting.

Shearing Oil—For lubrication of shearing machines and knives.

Sheet Steel Slush, No. 11—A permanent, transparent slush for bright metal surfaces, quick drying.

Signal Oils—For watchmen's lanterns.

Silk Conditioning and Processing Oil—For soaking silk.

Silk Degumming Oil.

Silk Throwsters' Oil—For soaking silk.

Slushing Oil, No. 75, Dark—A rust preventive.

Slushing Oil, No. 75, Light—A rust preventive.

Softener for Logwood—For softening textile products.

Softener—See Bright Softening Oil; "C" Softener; Houghtal; Soluble Tallow; Soluble Textile Oil; Sulfol; Weavers' Compound.

Sol-Cod, A, B, C.

Solcut—Soluble oil for making water mixtures used for cutting purposes.

Soluble Lard Oil Concentrate—For the making of a wool oil.

Soluble Quenching Oil—For hardening metals.

Soluble Tallow—For use in sizing cotton goods in place of tallow.

Soluble Textile Oil—Used as a leveler for dyes.

Soluble Wool Oil—Stock lubricant for wool.

Stainless Drawing Compound—For drawing brass, iron and steel.

Stainless Oils—For lubrication of machinery where stainless oils are required.

Stearine for Leather—See Mineralized Stearine; Sulphonated Stearine.

Steel Gloss—A transparent slush for bright metal surfaces; quick drying.

Steel Salts, High-Speed—For heat treating high-speed steel.

Sulfol—Soluble oil for use in place of Turkey red oil.

Sulphonated Glyco Neats—Soluble; for tanners' use.

Sulphonated Nutricod—For fat liquoring purposes, and as a driver for tanners' use.

Sulphonated Stearine—Soluble; for tanners' use, and as a driver for oils and greases.

Surface Hardening Powder—For surface hardening in place of cyanide.

Synthetic Linseed Oil—For use in place of linseed oil as a film oil.

Tallow for Leather—See Mineralized Tallow; Treated Tallow.

Tallow for Sizing—See Houghtal; Soluble Tallow; Tallow Concentrate: Warp Conditioner.

Tempering Oil—For drawing purposes.

Tempering Oil, No. 80—A high fire test drawing oil for steel.

Textile Oil No. 25—For scouring textile goods.

Transformer Oils—For transformer uses.

Transmission Case Oil—For automobile transmission.

Tubol—For drawing copper and cold drawn steel seamless tubes

Turkey Red Oil—See Sulfol.

Twister Grease—For lubrication of twister rings in textile mills.

Veto, Rust—See Rust Veto.

Victory Neats, 20 C. T.—A high-grade pure oil of 20 cold test, for all purposes where neats-foot oils are used.

Vim Belt Dressing—For mineral tanned belting.

Vim Cylinder Oils—For steam cylinder lubrication.

Warp Conditioner—For sizing cotton goods, in place of tallow

Waste and Wipers.

Weavers' Compound—For use in sizing in textile mills.

White Slushing Oil—For prevention of rust upon bright metal surfaces.

Wool Oil—See Olive Oil Emulsion; Soluble Lard Oil Concentrate; Soluble Wool Oil.

Wool Oil, Soluble Lard Oil Concentrate—For the making of a wool oil.

Worm Gear Oil—For lubrication of worm gears.

Mechanical Leather Products

Air Brake Cups, Gaskets, Packings, Vim.
Aprons, Gill Box, Worsted Comb, Vim.
Apron Leather, Gill Box, Worsted Comb, Vim.
Automobile Leathers, Vim.
Bellows Leather, Vim.
Bellies and Belly Splits, Vim.
Belting, Vim.
Belting, Vim-Oak.
Belts, Cone, Fan, Motorcycle, Vim "V" Vim.
Bibb Washers, Vim.
Butts, Close Trimmed, Vim.
Check Valves, Vim.
Clutch Leather, Vim.
Covering, Roller, Vim.
Cups, Air Brake, Deep Well, Oil Valve, Pneumatic, Pump, Vim.
Cut Lace, Vim.
Deep Well Cups, Vim.
Diaphragms, Vim.
Discs, Vim.
Draper Loom Straps, Vim.
Fan Belts, Vim.
Flange Packings, Vim.
Friction Leather, Vim.
Gaskets, Vim.
Hand Leathers, Vim.
Hydraulic Leather Discs, Vim.
Hydraulic Leather, Vim: Close Trimmed Butts.

FOR THE INDUSTRIES

Hydraulic Leather Washers, Vim.
Hydraulic Packings, Vim.
Lace Leather Backs, Vim.
Lace Leather Sides, Vim.
Leather, Mechanical, Vim.
Leather, Vim Belt.
Leather, Rigging, Vim.
Loom Straps, Vim.
Lug Straps, Vim.
Mechanical Leathers, Vim.
Oil Well Valve Cups, Vim.
Packings, Air Brake, Vim.
Packings, Flange, Vim.
Packings, Hydraulic, Vim.
Packings, Oil, Vim.
Packings, Pneumatic, Vim.
Picker Leather, Vim, No. 5.
Picker Leather Straps, Vim, No. 5.
Picker Leather Straps, Vim Stainless, No. 6.
Picker Leather, Vim Stainless, No. 6.
Pneumatic Cups, Vim.
Pneumatic Leather, Vim.
Pneumatic Packings, Vim.
Pump Cups, Vim.
Pump Valves, Vim.
Rail Joint Insulating Leathers, Vim.
Rigging Leather, Vim.
Roller Covering, Vim.
Round Cord Belting, Vim.
Scrap, Vim.
Strapping, Vim Loom.
Straps, Vim.
Textile Leathers, Vim.
Tire Leather, Vim.
Union Washers, Vim.
Universal Joint Leathers, Vim.
"U" Packings, Vim Hydraulic.
Valves, Check, Vim.
Valve Cups, Oil Well, Vim.
Valves, Pump, Vim.
"V" Belts, Vim.
Washers, Bibb, Union, Vim.

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ignore the well-known truism, that there is good as well as evil in everything.

It is only Satanism that worships the ugly. It is only an impure and depraved mind that continually harps on the bad. To twist, distort and mutilate facts, believing that there can be no harm in so mutilating that which is bad, is accepted by such people as a privilege and a virtue.

To be successful one should advertise only the merits of one's wares, though of course, one should be sufficiently honest to state plainly the demerits, but no one but a fool would expect to be successful featuring only demerits.

Bolshevism is not the result of present-day agitation. It is the natural growth of featuring the bad in the World, until the peoples have so dwelled on the bad that they have forgotten the great good.

It can serve no useful purpose to remind those who are enjoying a good dinner, that a garbage can is an essential to the feast.

Bolshevism is the final stage of insanity, which started with law enforcement leagues; vigilance committees; anti-everything societies; and klans—every one of them Antichrist from the foundation up.

It is not that we do not know what is the best form of government, but it is that we will not practice the form which we know to be best.

The modern, "Thou shalt not," is to liberty what jazz is to real music.

You may call it reform, radicalism, or modernism, but it is Bolshevism under disguise and Bolshevism is terrorism and makes for the minimum of personal liberty and the rule of the demagogue.

But there is a certain class of people who have been wrought up to a pitch where they are against everything, because they believe that some things are bad.

Those who cried loudest for the war are now in revolt, because the World must pay the bill. Work, the greatest of all blessings, is now looked upon as a curse, because in spots work does not seem to be given its just return.

Because some leaders are deficient, all leaders are to be discarded and we are to have the rule of the mob.

There are those who claim that all of this is the result of too much education. But in my opinion it is the result of giving the masses that little learning, which is so well-known to be most dangerous.

We are rapidly becoming, not a race of madmen, as some would have it, but a race of savages.

We know that the human race is tainted in spots, but we are looking to a thousand and one causes which have nothing whatsoever to do with it. The trouble is with ourselves. It is not a real disease, but rather a psychological effect.

Bolshevism is degeneracy. There is a composite class in America, who for the want of a better name, might well be called the Great

American Mule, because a mule is noted for its stubbornness. In case of a fire in a stable, a horse is difficult to save, but a mule is impossible, because a mule never knows what is good for him. A mule resents being cleansed. This Great American Mule is having its fling, fed with the hay and oats imported from Russia, but with a keen appetite for the food, due to the training it has received from the "more Godly than thou" class.

In other words, the reformer is breeding a mule with a kick, against which we seem to have no real protection. These reformers have sought out, analyzed, featured, and perpetuated ugliness and deformity, until they have become degenerates themselves and they are pulling the whole modern structure of civilization down on top of us.

The politician seeing the trend of things and thirsting for power, caters to the wants of the people, instead of to their needs, and as a result we have laws favoring the Bolshevistic tendencies.

But in spite of all this and the test through which it appears that the World must eventually pass, I am an optimist, and I still believe in the righteousness of the Almighty God, and that right will prevail.

Mike said he had given up drinking. "Don't that require a strong will?" asked his chum. "Sure, but you ought to know my wife's will," said Mike.

If politicians do not remedy the housing shortage, they should be compelled to sleep out-of-doors on some of their own political bunk.

About Union Labor

THERE are some pertinent questions pertaining to Union Labor which I would like to have someone answer—Mr. Samuel Gompers preferred.

1. Is the object of a labor union to obtain a higher rate of wage for its members than it would be possible for its members to obtain, if they were not members of the Union?

2. If so, who pays this higher rate of wage? That is, out of whose pocket does the higher rate or difference come?

3. If it comes out of the pocket of the consumer, then by what right, or law of justice, is a labor union warranted in using force to compel nonunion folks to pay tribute to Union members?

4. Is there any more justice in too much power being vested in a labor union leader than in a capitalist?

5. Has there ever been a period in the history of the World, when great power was vested in any individual or group of individuals, when that power was not abused to the detriment of the rest of the people?

6. If this be true, then why should not the enormous power now vested in the labor union leaders, be curtailed?

7. Is the object of labor unions, in reducing the hours of labor, to preserve and conserve the health and prolong the life of the laborer, or to raise the price of labor by creating an artificial scarcity?

8. Is the greatest happiness to the greatest number created by a maximum or minimum production?

9. In contending for a minimum number of working hours, does organized labor contend that all kinds of labor should work the same number of hours?

10. Is it any greater wrong (if wrong it be), to accumulate wealth employing labor, than to accumulate wealth by leading labor?

11. Is it any more unreasonable to demand loyalty to the employer, than it is to demand loyalty to a labor union?

12. Is collective bargaining beneficial to all classes of labor and all members of all classes?

13. If the object of Union Labor is to use force against force, is it to the good of the public that the employer should be subjected to laws to which the Unions are not subjected?

14. Has it ever occurred in the entire history of the World that arrogance on the part of those vested with power, has not eventually resulted in the downfall of the arrogant?

15. If The American Federation of Labor is opposed to Socialism and Government control of labor, and the products of labor are the foundation stones of Socialism, will not the use of force by Union Labor compel the Government, for the protection of the whole people, to control labor and is not Union Labor, by its acts, creating the very thing—Socialism—against which it is protesting?

16. If Union Labor aims to receive more than nonunion labor and the acts of Union Labor

create Socialism and under Socialism all will share alike, is not Union Labor working to defeat its own objects?

17. If the object of Union Labor is to avoid the evils of competition among members of its union, and granting that it accomplishes this object, doesn't it also destroy all the opportunity of its members to obtain advantages of the competitive system.

18. If the cause of Union Labor is righteous, why are its acts surreptitious?

19. Why has not a man just as much right not to belong to the Union and work at his trade, as he has to belong to the Union and work at his trade?

20. Is personal liberty desirable?

21. If so, then why should a man be compelled to join the Union when he does not desire to do so?

22. Of the total Unions, how many have been organized by the voluntary act of their members to resist abuses of the employers and how many have been organized by professional organizers, where the members of the Union have had no grievances against their employers whatsoever?

23. Are Union rules orginated with the thought of economic production for the benefit of the public, or are they made for the sole purpose of benefiting the members of the Unions?

24. Why?

Here are 24 questions, upon which I would like to see Union Labor declare itself.

Off the President's Bat

SUCCESSFUL business, nowadays, does not consist of playing a sure thing, but it does necessitate reducing the odds to the lowest possible point. This is only possible when the Chief is kept fully informed.

It was my sad duty, a few months back, to sit in on a conference which was to advise what to do to prevent the bankruptcy of the business of one of our Company's very good customers.

It seemed that the business normally was a profit maker and even under the conditions of 1923 dividends were earned, but its Chief, a most capable man, had ordered the installation of a plant which his engineers had told him would reduce the cost 30% and increase the production 50%. So the Chief naturally did not want the new plant to be idle one moment longer than necessary; and on being assured that the plant would be operating on a certain date, he authorized the sales force to contract for deliveries at a reduced price of 15%, being willing to divide the gain of 30% with his customers. He further authorized the taking of orders for 25% more volume, being inclined to play safe on both ends.

Well, the truth, as finally developed, proved that the cost was increased about 1%, instead of being decreased and the production was increased 20%, instead of 50%.

But it was further developed that the engineers were well-aware of their error in cost, before the plant was installed and were well-

aware of their error on production two weeks after the plant was in operation. But they covered up for six months, taking a gambler's chance that they could remedy their errors somehow and not face the wrath of the Chief by confessing. In fact, they never did confess, until the financial department began to compile figures which showed that there was a leak somewhere.

Well, when we all got together and learned the truth, the way some of the creditors criticised the Chief was a caution. They all insisted that he should personally have known. In my opinion, they were insisting that the Chief should have performed the impossible.

If the reader has ever been at one of these creditors' conferences, he doesn't have to be told what they are like, for they are similar to a minstrel show, or a circus; new acts, perhaps, but the same old environment. Every fellow wanted his money. Many were not the actual creditors, but legal representatives of such creditors, paid to get the money if possible.

I don't believe much in passing laws to regulate and compel folks to do things, and above everything else I don't believe in laws prohibiting folks from doing things. But so long as there seems to be an epidemic of law making, a law which would compel a creditor personally to attend a creditors' meeting, instead of his counsel, would not be so bad.

I don't mean to infer that lawyers have no soul. God bless them; they are more tenderhearted than most of their clients, but they seem to know it and to be rather ashamed of it. So at these creditors' meetings, they seem to lean

backward in their endeavor to prove to their clients that they are not of the mush-and-milk variety.

So in this particular instance they had about as much consideration for the Chief and his stockholders as the average farmer has for a chicken. The farmer merely wants to know if the chicken is fit to kill and that was what these lawyers wanted to know, and although my Company was a substantial creditor and I really ought to have been loyal to the other creditors, somehow I just could not help dropping my wrench in the machinery of these lawyers and advising the Chief to refuse to give one particle more information as to what the sale of the assets would realize than possible.

Because, somehow or other, I have an old-fashioned idea that when a chap has done his damnedest best; when we have all made money selling him during his period of prosperity, when he gets up against it, so that he feels he is in honor bound to call in his creditors for a conference, he is entitled to just as much consideration as his creditors.

So in this particular meeting I made myself most unpopular with the legal fraternity, by insisting that the debtor should have full and ample time to make a proposition whereby the debtor could continue business and pay the creditors as much as practical.

Fortunately we carried our point, for I had talked several other principals of creditor concerns over to my way of thinking, and would you believe it, when we all got together at dinner that evening—lawyers, laymen and all—the

lawyers told us they were glad that we won out, for it was the decent thing to do, but that they had no authority from their clients to agree to any such proposition.

But the point I want to make is this. The LINE circulates mostly among the men who report to the Chief. And the serious message which I would deliver to them is, that no matter how much the immediate humiliation may be, DON'T COVER UP. In the long run it will be far better for you, as well as your company.

Let me illustrate.

A short time back the Board of Directors of E. F. Houghton & Co. had a most important promotion to make. There were a half dozen or more possibilities. The successful candidate was chosen, not for his exceptional ability; not for his wonderful accomplishments, but solely because he was the only one who had never been guilty of covering up.

Being yet remembered because of the fact that at one time we were skilled in the skatorial art, a reader writes, "What is the hardest thing when you are learning to skate?" and became offended when we truthfully replied, "The ice."

It was not until women were granted the right of suffrage that the U. S. Senate thought it wise to establish public shooting grounds; the next problem is to induce the men to go to the grounds so that the women may shoot them.

Uncle Joe Cannon having expressed a desire for private life and quiet seclusion, we suggest that he be made Vice-President.

Willie Wiseman

WILLIE has no desire to appear sacrilegious. Willie is pretty certain that there is a Heaven and Willie wants to go there, but Willie is like unto the rest of humanity—Willie means the happy, healthy, normal sort—he is in no particular hurry.

Willie takes it that you may read the Good Book, listen to the various preachers hand out their personal interpretations of Heaven, and then after it is all said and done, you have to, in some way, imagine for yourself, what sort of a place Heaven is.

If Heaven is what some folks picture it, Willie is willing to take chances on the other place and Willie never could stand hot weather.

There is probably no place on Earth so unattractive as that where the immaculate are decidedly in the majority. The World is full of joy, after all, because of the follies of mankind, as much as because of the wisdom. There are going to be some foolish folks in Heaven, or Willie misses a guess.

And all this lolling-on-the-clouds stuff, dressed in costumes which would not be permitted even at Palm Beach, with nothing to do but wish for something to do, is all bunk—the dreams of the artists who paint such "con" stuff upon our Cathedrals. There is going to be work in Heaven and plenty of it and we all are going to be busy, but we are going to love our work.

Christ has guaranteed that there will be

two thieves in Heaven, and Willie takes it that there will be some folks who, on Earth, misapplied their energies, but if the stock swindler is there, Willie is going to register one big kick, for the stock swindler is one of the lowest of the low.

In spite of the fact that Willie never saw the picture of a real man angel, or an angel with whiskers, Willie surmises that there will be a man or two about. St. Peter is certain to be true to his own sex.

Willie takes it that the surest way to get into Heaven is to worry as little about it as possible and make good here.

St. Peter is not going to be particular as to what creed you believed in, so long as you were a lover of mankind on Earth, but if you were a hater of mankind, or associated with any klan or other organization whose object was to hate and create hatred of your fellow man, St. Peter is certain to refuse to recognize your credentials, no matter how authentic they may be otherwise.

And take it from Little Willie, this is no idle dream.

Russia has declared she will permit the manufacture of intoxicants for economic reasons. We believe they are the same reasons why the U. S. A. prohibited their manufacture.

The per capita debt in the U. S. is $230, which is not much satisfaction to the fellow who must pay many times that amount each year as tax.

MAXIMUM operation of forging presses and other hydraulic machinery is always assured by the use of

VIM LEATHER PACKINGS

They are made from the toughest leather in the universe, molded into any size or shape and proof against water, oil, air and acid fumes.

VIM LEATHER PACKINGS

Every VIM LEATHER PACKING is *Guaranteed to Give Double the Wear* of any other packing. The higher the pressure, the greater the showing in favor of VIM PACKINGS.

Send us your blueprints

E. F. HOUGHTON & COMPANY

See inside back cover for nearest address

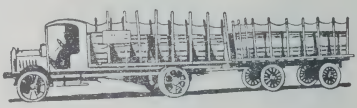
LVPH-1

It is, of course, true that VIM Leather will not withstand the higher temperatures, caused by excessive friction, such as that to which band brakes are subjected, as well as the fabricated linings, but it is equally true, that at the temperatures to which a clutch lining is subjected, VIM Leather is far more durable than the fabricated linings.

In other words, VIM Leather for clutch conditions is far more serviceable and practical than fabricated linings.

Thus far the disc clutch does not seem to have been equal to the conditions of truck service, while VIM Leather makes for the ideal cone clutch service.

So that's that.



BUT we have been spending entirely too much time in the Leather Department. Suppose we go over to the Oil Department and see what we can find of interest.

The one best bet in the Oil Stables is Houghton's Absorbed Oil.

Like unto the real horses, Houghton's Absorbed Oil is best because of its pedigree.

It is sired by the Houghton Research Staff, which has sired everything really worth while in meritorious lubricants, since the days when sperm oil was the universal lubricant for general machinery.

For the lubrication of textile machinery; printing presses; laundry machinery; paper making machinery and other machinery, where in the past oil stains have caused much difficulty, Houghton's Absorbed Oils have met with great favor and rightfully so. But Houghton's Absorbed Oils are not merely stainless oils, inasmuch as they do not drip, but they are economical lubricants, for all classes of general machinery, due to the fact that they will lubricate as well or better than lubricating oil, at half the cost.

In other words, the use of Houghton's Absorbed Oils will cut the cost of lubrication in half.

This statement is not theoretical. It is a fact. These results are being obtained in a practical way, in many places.

Details as to why are fully explained in a pamphlet entitled, "*The Oils that Stay Put*", which may be yours for the asking.

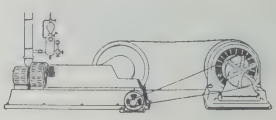
So that's that.

WHEN it comes to the lubrication of the cylinders of reciprocating steam engines, we have another ideal product, known as Houghton's Cyl-Tal.

Cyl-Tal will lubricate better than the best cylinder oil. All difficulties from oil in the boilers will be remedied by the use of Cyl-Tal, because Cyl-Tal is more easily caught in the separators, and it only requires half the quantity; therefore, there is only half the quantity with which to contend.

We have a Cyl-Tal booklet explaining the details, which your engineer would appreciate. Mailed free, postpaid, on application.

So that's that.



I AM in recipt of a letter from one of the highest officials in a Government Navy Yard, suggesting that I feature in these Talks, the necessity of carefulness, as to proportions, in the compounding of oils.

I consider the suggestion most valuable.

One oil differs from another in the fact

that it possesses different properties, or different proportions of the same properties.

All petroleum oils are composed of blends of oils of different boiling points. Each petroleum oil may be redistilled into other products of different boiling points. The limitations of this process are the limitations of the apparatus only. So far as the oil is concerned, the process seems to be capable of indefinite continuation.

Animal oils differ one from the other because of the difference in the proportions of animal acids; and vegetable oils differ in their content of vegetable acids.

The object of blending is to give to the resultant oil, properties which the component parts do not in themselves possess.

It stands to reason that these properties will be in proportion to the proportions of the oils entering into the blend and that uniformity of the final compounded oil will depend upon the exactness and care with which the blend is made.

I have in mind a certain oil, which is blended purely mechanically. That is, there is no chemical action whatsoever which takes place in the blend.

Here is the formula:

Oil A—45%

Oil B— 4%

Heat these to 212; Fahr.

Pour into this blend, after it has been agitated by paddles (do not use compressed air):

Oil C—20%

Oil D—18%

Oil E— 7%

First thoroughly blending them, by compressed air, and being certain that they are not lower in temperature than 60° Fahr. or higher than 100° Fahr.

Then add Oil F—6%, not faster than ¼ of 1% every minute, at a temperature of not lower than 150° Fahr., stirring with paddles or turbine, as addition is made.

This produces a final blend, which will not disintegrate or separate under conditions within the range of normal happenings, in the temperate zone.

A considerable number of consumers prefer to blend their own oils. But owing to the tendency of blends of ordinary oils to separate, this desire was not practical until

the Houghton Research Staff invented basic oils which could be diluted with mineral oils.

Thus we now sell to those who desire to blend their own oils, Houghton's Refrigerant Base, which is diluted with paraffine oil for metal cutting purposes; Houghton's Soluble Lard Oil Base, which is diluted with neutral mineral oil, where a low priced wool oil is desired, etc.

These bases are made readily soluble in any percentages of petroleum oils.

Neither of these bases would answer the purpose if used pure; neither would the paraffine or neutral oil give satisfaction in its pure state. It is self-evident, therefore, that the object of blending is to give the blended oil properties which the unblended oil does not possess. This being certain, it is equally certain that there must be certain percentages which give the best results and that as we deviate from those certain percentages, the results deteriorate. This does not necessarily mean that serious loss might be occasioned because of an error in proportions, but it does mean that the oil which is blended the nearest to the exact proper proportions, is what can be correctly called the best oil for the purpose.

Just exactly what occurs when two liquids are blended is not positively known,

where the blend is what is known as a diffusion.

Some authorities contend that there is a subdivision of the molecules and these rest or move in a more or less spherical form, one on the other, like unto shot. Others contend that a film of one liquid coats the molecule of the other. The latter theory has the greatest following. But whatsoever be the theory, it is most certain that temperatures have much to do with making permanent blends. Not only the temperatures at which the blends are made, but the number of degrees of temperature per minute that the oil or blend is permitted to rise in heating, or lower in cooling. Oils vary in gravity, viscosity and fluidity, as the temperature varies, or in other words, an oil at one temperature is not the same as the same oil at another temperature. If you can grasp that semi-paradox.

So that's that.

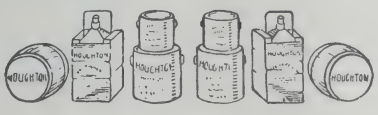
IF it be economical to lubricate steam used to propel a steam engine, even though steam is one of the most elastic of gases, it must be even more important to

lubricate water used to propel hydraulic machinery, because water possesses practically no elasticity, neither does it have any film strength.

Houghton's Hydrolubric is a lubricating oil, which dissolves in any desired proportions in water and imparts to the water that oiliness necessary for a protecting film and a lubricant. It saves power by reducing friction; decreases repairs; increases the length of service of the packings and increases the life of the machine.

Hydrolubric has been largely used for many years.

So that's that.



THEN there is the air compressor and compressed air machinery.

The lubricating conditions in the air compressor call for an oil that will lubricate and resist carbonization, because compressed air is of high temperature; rich in free moisture and more readily oxidizes than air under normal atmospheric conditions.

The lubricating conditions of the compressed air tool or machinery differ from

those of the compressor, for while there is usually a force feed, and a crank case splash in the compressor, the machine or tool offers no such convenience for lubrication.

Houghton's Air Compressor Oil is being universally used, and is recommended by several manufacturers of air compressors.

For the pneumatic tools and machinery, different grades of Houghton's Absorbed Oils are preferred. One maker of pneumatic tools sends a sample of Houghton's Absorbed Oil out with each shipment.

It is only just to explain, that in the perfection of the Houghton Lubricants for compressed air plants, we had the advantage of the cooperation and advice of the engineers of two of the most extensive manufacturers of that class of machinery in the United States.

So that's that.

IF you are at all familiar with the practice of medicine, you probably know, that whereas not many years back the staple drugs constituted the major medication, today there seems to be a special compound or prescription, not only for each disease,

but for each particular type of patient, afflicted with each disease.

In other words, it seems as if nature had furnished the human race with certain basic products, and that as the needs of man increased, he was endowed with the intelligence to so treat and manipulate these basic products, as to best suit them to each particular requirement.

What is true of medicine is even more true of the industrial arts.

There was a time when tallow, stearine and suet constituted the basic greases, and sperm, olive, palm, cod, lard and red oil constituted the basic oils. Today these basic oils are rarely used in their natural state. The science of chemistry has enabled their manipulation until it is now the common practice to use a special blend or treated product for each particular use.

To produce such special products has been the business of E. F. Houghton & Co., since their establishment in 1865 and it is a well-known fact that the majority of such products, now in general use in the industries, have been originated by the Houghton Research Staff.

HEART TO HEART TALK

Suppose we take tallow as a single instance. Tallow was formerly the universal lubricant for steam engine cylinders; today its use for that purpose is almost unknown. Tallow was the universal stuffing for leather; today no intelligent currier uses tallow. Tallow was once the general rust preventive. blended at times with white lead; today no one uses such an antiquated product. Tallow was at one time the general softener for textiles; special products are not in universal use for this purpose. In fact, there seems to be but one old time use for tallow, which is generally continued today, and that is the lubrication of the ways in ship launching, and this is because no one seems to have had the courage to try anything else.

So that's that.

CHAS. E. CARPENTER,

President.

REG. U. S. PAT. OFF.

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Whatsoever difference there may be in opinions as to the whole solution to the present World's problem, all are agreed that we must stop the waste. But no one seems to want to begin. Until the people are willing to do that which every one knows is necessary to do, is it not a waste of time and energy to quarrel and argue with other nations over theories?

Comm RR

PRICE TWENTY-FIVE CENTS

The HOUGHTON LINE

REG. U. S. PAT. OFF.

VOLUME XXXI
NUMBER FOUR
APRIL-MAY, 1924

Hot Dogs

A
MODERN
LINE
OF
THOUGHT

PHILA.

The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/-per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisments are facts.

Established 1865

E. F. HOUGHTON & COMPANY

P. O. Box 6913

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

THE following is an extract from a letter dated Boston, Mass., January 4, 1924, and received by me, through the mail, January 8, 1924.

"I have tested all sorts of belting for slip and VIM shows the least slip. VIM Belt will show the least slip on The Leather Belting Exchange testing machine. Why therefore knock the testing machine when it helps your business?"

I am not knocking anything.

I have stated in these pages and elsewhere for 16 years that VIM Leather Belting slips least. That statement is true, otherwise it would not have been made. It would be true whether VIM Leather Belt showed the least slip on The Leather Belting Exchange's testing machine or not, because the testing machine is not a true test of non-slip of belt in actual service and everyone who knows anything about leather belting, not interested in promoting an imposition on the public, agrees with me.

According to all the rules of the game, VIM should slip least and the best quality

of new rubber belt will show up second in non-slip. This test would prove that rubber belting slips less than leather belting, which is not true. The non-slip properties of all leather belting of the proper quality, not overloaded, increase by usage up to a certain point, while the non-slip properties of rubber belt decrease with usage as the rubber surface hardens and is worn.

In other words, properly used, The Leather Belting Exchange testing machine proves that rubber belting is superior to vegetable tanned leather belting, if it proves anything, which it does not.

Of course, crowds gather around the testing machine, for folks do like to see the wheels go round, and then again there has been so much publicity (perhaps notoriety is the better word) given to this machine that naturally the curiosity of the crowd is aroused. But a crowd does not mean a certificate of merit from the public, otherwise, Dr. Cook's trial would have been an acquittal.

So that's that.

ONCE upon a time there came out of Mishawaka, Ind., a house organ, called *The Dodge Idea*, which was the only thing of its kind that I ever thought really

had The LINE beaten to a frazzle, as my old friend Teddy would say.

But like unto most of the other house organs which have met with success, it drifted into the legitimate, after a few years of most favorable prominence.

Someone once told me that the average life of a house organ was 18 months, while I have heard it said, or read somewhere, that it is not practical for a free distribution magazine to retain the interests of its mailing list for over three or four years at the best.

And I don't wonder, when I stop to read some of these alleged publications, which tell the same old story, about the same old subjects, month in and month out.

It may be very interesting to the president of the company to see his photograph reproduced in his house organ; and it may interest the employees of the company to see the picture of the basket ball team, or read a letter from an old employee on a pension, off in some tropical clime. But the general public don't care a navy bean about such stuff. Neither do they care to see photographs of trainload shipments of commodities. The amount of time a man has to read is limited and he wants real juicy meat during that time.

The Dodge Idea, since it has drifted into the legitimate, is pretty good, but like all paid subscription magazines, which depend upon outside contributors, it does at times publish a lot of raw stuff. This is not the fault of the publication. It is just a part of the game of publishing all second-class matter.

In a somewhat recent number of *The Dodge Idea*, is an article on "Leather Belting," by the President of The National Leather Belting Manufacturers' Association and I think he is also Secretary of The Leather Belting Exchange. He is a Philadelphian and before taking up his present, official positions, he was engaged in Philadelphia on his own account, in the manufacture of vegetable tanned leather belting. He is one of the strongest boosters of The Leather Belting Exchange and of The Leather Belting Exchange testing machine.

He ought to know, and probably does know, much about belting in general and leather belting in particular, but when he states in his article in *The Dodge Idea*, "We know from hundreds of tests that the leather belt will transmit its rated load at a high efficiency and that of each 100 r.p.m. received by it from the driving shaft it will deliver 98½ r.p.m. to the driven shaft," he states what is not true and what cannot be

proven to be true and I doubt very much if there is a power transmission engineer in the World, but who knows the statement is not true.

It is true that a leather belt may do this. We have seen 99¼ r.p.m. delivered, but for one leather belt that will perform as well as 98½% in actual service, there are a hundred or more that will not.

The literature of every prominent leather belting manufacturer admits that there is a vast difference in the quality of leather belting. It would be no exaggeration to say that The Leather Belting Exchange, judged from the publicity of its individual members and verbal statements of their salesmen, is unanimous in claiming that there is a great difference between the worst and best leather belt. But in all of these test machine claims, as well as in all the claims of The Belting Exchange (as a collective unit), there is no mention of the fact that there is such a vast difference in the quality of leather belting. Leather belting is mentioned as if one and all leather belting were alike in quality, which is not true, is not nearly true, and the members of The Leather Belting Exchange will not admit individually that it is true.

Here are some authentic leather belting tests, showing the number of r.p.m. trans-

mitted to every 100 r.p.m. delivered. 92, 97, 88, 86, 87, 91, 97, 82, 99, 80 which averages 89.9.

These are all excessive, however, and a vegetable tanned leather belt of first quality, after it is worked into its normal stretch and suppleness, ought to deliver not 98½, but about 97, which is just twice the slip claimed in *The Dodge Idea* article.

I have the autographic statement from an engineer of one of the largest southern cotton mills, that their belt slip was 3% when using the best grade of vegetable tanned leather belting, furnished by a member of The Leather Belting Exchange, and that when VIM Leather Belt was substituted for the vegetable tanned leather belting, the slippage was reduced to 1½%. This would show that VIM slipped no more than vegetable tanned leather belting, if *The Dodge Idea* article can be corroborated. Anyone who would for one moment claim that vegetable tanned leather belting slipped as little as VIM is merely stating that which cannot be proven and is careless with the facts.

But *The Dodge Idea* article as interpreted by the ordinary belting user, seems to imply that all leather belting delivers 98½ r.p.m., which is not true or nearly true, for it is the rule rather than the exception that a

leather belt is overloaded. The installation of the machinery is submitted to active competition and everything is cut to the quick, so the original load in a new installation is usually normal. Then in a very short time additional loads are added in some way, until the belt is carrying an overload. Under such conditions the most miserable acting part of the transmission machinery is a vegetable tanned leather belt, which slips, and burns and has to be coaxed with all sorts of dressings and dope, but eventually meets the same fate as the human system when it tries to carry an overload and keeps going on dope. To add to the bad behavior of overloaded vegetable tanned leather belting, it loses its elasticity, one of the most valuable properties in a leather belt, if economical power transmission is to be considered. This is due to the fact that the overload either stretches the vegetable tanned leather belting "dead," or burns the leather until it becomes void of all elasticity.

VIM Leather Belt will transmit a minimum of 20% more H.P. per unit of pulley contact and when submitted to an overload, will stand 200° higher frictional temperature before it will burn, and if the overload is due to shock, it possesses sufficient elasticity to take up the shock by momentarily elon-

gating, and then recoiling to normal length when the shock is passed.

Someone will probably write to me, as a consequence of this Talk, "Carpenter, you damned fool, the Secretary of The Belting Exchange meant VIM Leather Belting in his article." I don't care if he did, I don't want careless statements made about VIM Leather Belting any more than I want them made about any other make.

The leather belting using public are not ignoramuses, and the number of leather belting users who are becoming more intelligent on the subject of belting, is legion, as our colleges and technology schools continue to turn out their graduates.

E. F. Houghton & Co. sell VIM Leather Belt. It is not made from cotton, oilcloth, hair, rubber or other substitute for leather. We buy the best quality of hides obtainable in the whole World. If there be a better quality anywhere, we are not aware of it, and we have personally searched the entire globe for sources of supply of hides. A VIM Leather Belting hide weighs an average of 100 pounds, while the best 16-ounce vegetable leather belt is made from a 65-pound hide.

If The Leather Belting Exchange were occupied in giving to the leather belting user the true facts concerning leather belt-

ing, it would prove that the quality of a leather belt depends first, last and all the time on the quality of the hide from which the leather is made, and not on its performance on an exhibition testing machine.

It would show that it is the fiber in a belt, and not the grease, oil, glucose, or other artificial loading, that is of value to the belting buyer.

It would show that a VIM Leather Belt contains just twice as much fiber as a 16-ounce vegetable tanned leather belt, to the square foot area, and this is because VIM Leather Belt is almost pure fiber and is not artificially loaded in any way.

This is the sort of stuff that will interest the belting buyer, not the pyrotechnics on the end of a revolving wheel of a dynamometer, camouflaged as some new and wonderful invention, in the way of a testing machine.

Any time The Leather Belting Exchange desires to give to the public some such facts, we can supply it with a very considerable amount of interesting data.

Each week The Leather Belting Exchange publishes the number of pounds of leather belting sold and the price at which it is sold.

I suggest that it publish also the amount of shoulders and bellies made into leather

Run Your Works With VIM

When a belt wears out it costs money to replace it.

The expense increases your production cost.

You can greatly reduce such troubles by installing

VIM Leather Belt transmits **most power** and outlasts **two** oak tanned belts.

VIM Leather Belt does not slip but permits the maximum output of all machines.

VIM Leather Belt is flexible at the laps, avoiding the blow on the pulley, so fatal to oak tanned belting.

VIM Leather Belt is not only waterproof, but is proof against all fumes or acids.

The sooner you adopt VIM the sooner will you begin to save operating expense.

Send for a trial VIM Belt now, while you are thinking of it. Please give length, width, thickness and conditions of service.

E. F. HOUGHTON & CO.

Write nearest address inside back cover

V7-3

The HOUGHTON LINE

REG. U. S. PAT. OFF.

APRIL - MAY, 1924

VOLUME XXXI NUMBER IV

Line Logic

Did we take this country from the Indians to turn it over to the mob?

We would rather know what's what than who's who.

That we should ever have lived to have seen the sea dry!

Germany has substituted the side-step for the goose-step.

As we become more accustomed to the radical we make the error of believing that we are getting more conservative.

La Follette did not really mean what he said about $1 gasoline. He was merely bidding for the job of presidency of some oil company.

The Blue Laws make Sunday a day of arrest.

Germany seems to have been ruined by a paper weight.

Does Ireland need a president or a referee most?

Europe should do less pleading and more plodding.

We suggest as one remedy to Europe's troubles, that she shall use her hands more and her arms less.

If so many woodsheds had not been converted into garages, perhaps the children would be as good as they formerly were.

Why not test the World's Court by having it impose a fine on Germany, enforcing its collection?

PROFITEER. A man who thought he made $3,000,000 during the war and lost $6,000,000 in the post-war liquidation.

The idea of Henry Ford to burn coal twice is not so new. Most of the coal we receive nowadays seems to have already been burned at least once.

Hot Dogs

LINK ONE

They say there is only one thing more mysterious than sausage and that is, "Philadelphia Scrapple." I have written and lectured on the subject of Philadelphia Scrapple; suppose I take a chance on the sausage once. Of course, I am writing on a subject about which I know nothing, but as every sausage maker on our mailing list will detect my ignorance, before I have finished this first link, this confession is superfluous. Then again there are a lot of readers who insist that I never know what I am writing about anyhow, so this sausage stuff ought to please them very well, and if one wants to preserve one's circulation, one must write to please (now and then).

LINK TWO

Now I am troubled.

How many links make a sausage?

Damfino.

If a sausage is like unto a chain—as strong as its weakest link—this sausage ought to break right here.

This reminds me. I hear from foreign countries that no American wants to be called a "Yank." I have lived in America all my life and there have been 61 links in that life, and this is

the first time I ever heard that red blooded Americans resent being called "Yanks." I know that during the war of the rebellion, the southerners were called "Johnny Rebs" and the northerners were called "Yanks" and perhaps a northerner might resent being called a "Johnny Reb" and a southerner might resent being called a "Yank."

But we read in the New York and other dailies how the "Yanks" played ball at the Yankee Stadium and I must confess that I never knew there was any objection to being called a "Yank." So if anyone wants to call me something which he thinks nasty (if he does) because of my LINE writings, he may call me a "Yank," and I will never notice the insult.

If there be any resentment on the part of Americans, to being called "Yanks," the objection is of comparatively recent origin and is the result of foreign propaganda. The objection never originated in America.

I am a "Yank" and I am proud of it.

Take the term "Hot Dog."

I remember when a prominent Philadelphia pork packer tried to obtain an injunction against a local publication, because it referred generally to sausage as "Dogs." He claimed that it injured the sale of his production. He is dead and gone, but I notice that those who have succeeded him are now furnishing the "Hot Dog" stands along the roads, established for the accommodation of

automobilists, with printed signs, featuring their particular makes of "Hot Dogs." Yet the word "Dogs," as applied to sausage, was intended as a reflection on the sausage itself.

It occurs to me that merely the ignorant object to these slang names. The really intelligent do not mind what you call them, so long as you do not call them too late for meals.

LINK THREE

Every once and so often some chap, who does not understand The LINE, or its objects, writes me something intended to be nasty, substantially as follows: "I question the wisdom of a publication, the primary object of which is advertising. * * * * * * *."

The primary object of The LINE is not advertising. If it were, The LINE would be about where the other house organs are—half way between the soup and the garbage can. "Oh!" I hear Mr. Wisaker say, "But you must get your money back from the advertising pages." Sure, my brilliantine critic. But so do *The Literary Digest*, *The Saturday Evening Post* and every other publication which carries advertising. Every dog-goned-blasted one of them relies on the advertising pages for its profit. In fact the primary object—meaning the real intention of the publishers of the papers quoted—is to make money out of their advertising pages. That is what pays the salaries; buys the Curtis yachts;

supplies the Bok cash for peace prizes and all that sort of thing.

The LINE takes no outside advertising and it charges nothing for subscriptions to those whom the publishers desire shall receive it.

Cyrus Curtis made all of his money by discovering that he could afford to spend all or more than he received for subscriptions, if he could build up a circulation which would enable his publications to be produced in large quantities, upon a mass production basis. Other publishers were asleep at the switch trying to make profit out of subscribers. You and I know that *The Saturday Evening Post* has more than 5 cents worth of paper and ink in it. That it is sold for less than it costs to produce it. The advertisers pay the difference.

Likewise with The LINE. We found that it cost more for bookkeeping than the amount we received from paid subscribers, so we just give The LINE away.

LINK FOUR

Far be it from me to try to explain why The LINE is such a success. It is the readers who made it a success, not I. If the readers had not evidenced a desire to have The LINE, it would never have been forced upon them.

From the tone of numerous letters which I receive, I take it that a goodly number of my readers think I should sit down and calmly con-

sider what sort of copy would tickle the fancy of those on the mailing list and then feed it to them as if it were pap. How long do you think they would stand for that sort of stuff? Just about as long as a child could subsist on candy. The primary object of The LINE is, therefore, not advertising, not to please its readers, but to INTEREST.

If the reading matter of any publication INTERESTS, the advertising pages are bound to pay, providing, of course, that the advertiser has something worth while to sell and knows how to prepare advertising copy.

LINK FIVE

I am reminded at this point that golf courses have links, as well as sausages and chains. That formerly a perfectly good golf course consisted of 18 links and 19 holes, but it has never been decided whether the 19th hole was a part of a link or not. But as the discredited Volstead abolished the 19th hole, this most important question in golfology will go down to future generations along with the question, "How old is Ann?" unanswered.

They say that the 19th hole was an American innovation, but my observation has been that it has been mostly Scotch.

That is hazard enough for one link, admitting that every sausage link is a hazard in itself.

LINK SIX

I am one of those who is willing to go along with this World's Court business, in the general belief that the great men who are in favor of it, probably know more than I, for on such matters there is always a chance for one to be wrong. But I must confess that I have a general dislike for courts and I think that most citizens do everything possible rather than refer their difficulties to a court. If this be so with individuals, is it not more than apt to be so with nations?

There is one chap who ought to use a World's Court to advantage, and that is the chap in Chicago who confessed marrying seventeen different women, in some seventeen different nations.

Sometimes it is better to give in, even if one is right. If the whole World is going to insist on a World's Court, we cannot afford to stay out, even though we believe that the thing will not work out as is expected.

The World's Court is a good deal like amending the Constitution of the United States. It is not a very difficult or complex matter to amend the Constitution, but to amend the people to fit the amended Constitution is SOME JOB.

LINK SEVEN

I have been attacked. Perhaps I have been assaulted, but being a pretty tough old guy,

perhaps I thought my enemies were merely tickling me.

I have been charged with being opposed to standardized specifications and tests. Of course, I have been charged with a whole lot of other things, which I never ordered. I am for each and every specification that specifies. But I am against all pretense, bluff and bluster, and that goes for most specifications in my line.

I'll call this a link and let it go at that.

LINK EIGHT

I have my own ideas about how to prevent war. My plan is the simplest of which I know. It consists of merely educating every one to believe that war is impossible. I submitted this to Senator Penrose before he died and the Senator said, "Yes, that is damned simple." So you see I have the endorsement of a high authority. One of America's greatest statesmen.

If the war was fought to end war, I don't think much of the success, but if this peace movement is for the purpose of ending peace, well it is some successful movement, is all that I can say.

It seems to me that folks are worrying entirely too much as to what aliens think of Congress. What concerns me far more is, "What do alienists think of Congress?"

That's a niblick stroke, out of a bunker into the hole.

LINK NINE

The fact that Henry Ford is building a hospital in Detroit gives me an idea. Why not permit the automobile manufacturers to support the hospitals? They furnish most of the inmates. Perhaps the moonshine manufacturer might be let in for his share.

You see I am all full of ideas and things.

I'll bet I would make a gosh twisted, bang-up president, or something.

But if I am going to be president, I want to be president of Turkey. That guy pulls down $450,000 per year and it is worth it.

LINK TEN

An illegal drinker is a "scofflaw," and the word was coined to do great damage. But we do not find it among the first ten words most commonly used. Perhaps after all it is a counterfeit coin. At any rate, those who paid the prize which bribed the coiner, had no license to manufacture any word containing more than ½ of 1% of alcohol. Try not to forget the word—scofflaw—you may not hear it again in years.

Which reminds me that I am building a new fishing boat. It is known as "the rum running type." I am going to take the engine out of my old "Fierce Sparrow" automobile and put it in the new boat. My Captain claims that it will

beat any revenue cutter on the coast. I am a little at a loss for a name for the new boat. I was thinking that "Mr. Mellon" might be an appropriate name, for so far as I can judge, Mr. Mellon has beaten all of the other revenue cutters that ever tried to cut our revenue.

LINK ELEVEN

Quite a number of folks ask me why I am so blind to my own interests as to rush into print pell-mell with my thoughts. I can best express my position with General Butler's story, regarding the horse. It seems that while a man was driving a new horse for the first time, it ran head foremost into a tree and bumped its head severely. The man went to the chap who sold him the horse and said, "Why did you sell me a blind horse?" The chap replied, "That horse is not blind; he just doesn't give a damn."

LINK TWELVE

Talking about "Hot Dogs," reminds me that we are going to have some sort of a celebration here in Philadelphia in 1926, to celebrate the Sesqui-Centennial. At this sort of affair some one usually strikes some one thing which is the hit of the day, and consequently every Philadelphian is trying to think out some such scheme to make his fortune. My scheme is to trade-mark the name "COLD CATS" as applied to an appropriate drink, to be taken with "Hot

Dogs," and then license the privilege of selling "Hot Dogs" with "Cold Cats."

Damned fool idea this? But remember popcorn made a fortune for a man at the Centennial. Again, don't forget Wrigley.

LINK THIRTEEN

Do you know why 13 is considered an unlucky number?

I never did, until I struck this link, and started around for an inspiration which might be appropriate. Of all the superstitions known in America, that pertaining to it being bad luck for 13 to sit down at the same table, seems to be the most general. Folks who would not hesitate to walk under a ladder; spill salt and never stop to throw a pinch over the left shoulder, or pay the slightest attention to many of our other superstitions, balk at sitting down at a table where the total is 13. A young lady protested to me once that she did not believe in any such stuff, but nevertheless she would not be one of 13 at a dinner party, for fear there might be something in it. It seems strange that any prejudice should exist in America pertaining to the number 13, when we come to remember that there were 13 original states.

There is but little of record pertaining to the prejudice pertaining to 13, or how it originated. Brewer's "Dictionary of Phrase and Fable," which is the authority on such subjects,

A few Questions About Cylinder Oils

Ask your

CYLINDER OIL

THESE

?
No. ONE

The viscosity test as generally taken is a measure of fluidity absolutely, and being this beyond doubt—*why is the fluidity test of an oil called its "viscosity test?"*

?
No. TWO

If it be true that the cylinder oil possessing the highest viscosity is the best—*why is not tar a good cylinder oil?*

?
No. THREE

Tallow is known to be superior to any pure petroleum cylinder oil as a lubricant for steam engine cylinders—*why is this so, when tallow has a viscosity lower than that of any pure petroleum cylinder oil?*

MANUFACTURER QUESTIONS

?
No. FOUR

As the temperature of steam at 120 pounds boiler pressure is only 350° Fahr.—*why is it necessary that a cylinder oil should have a fire-test of* 600° *Fahr.?*

?
No. FIVE

If the highest viscosity oil be the best, then—*why is it that in the manufacture of steam engine cylinder oils they blend animal oil with the petroleum oil, thereby reducing its viscosity?*

?
No. SIX

If a steam engine cylinder oil must blend with the steam and oils of high viscosity resist such blending—*why is a high viscosity cylinder oil the best?*

HOUGHTON'S

Is a superior lubricant for the valves and cylinders of reciprocating engines.

It is not a fad, and presents no new theory of lubrication.

It lubricates best because it possesses the two most essential properties: (1) of blending readily with the steam, and (2) staying put, when it reaches the metallic surfaces it is intended to lubricate.

It produces a tough lubricating film that is so strong and adhesive, that there is little or no liability of cut cylinders or valves due to neglect to fill the lubricator.

Tear this insert out as a reminder, and phone or write our nearest Distributor for further information on HOUGHTON'S CYL-TAL.

See inside back cover for address of Distributor.

tells us that many folks connect the superstition with Christ's Last Supper, with his 12 Apostles, but that, while it is not at all unlikely that the superstition may have been applied to that event, the superstition itself is much anterior to Christianity. The same authority states that 13 is never used in numbering houses in Paris; that the Turks expunged it from their vocabulary and that it is never used in the numbers of the Italian lotteries.

When one stops to consider how a perfectly, nonsensical superstition of this sort may become generally believed, over the larger part of the World, without any special teaching or proselyting, it would not be strange if some day we discovered that other superstitions were introduced into our religions the same way.

This is a tough old link.

LINK FOURTEEN

Wouldn't it be wonderful if some day our legislative bodies would get busy passing a few laws which would benefit the employer of labor?

That'll be about all for this link. I am afraid you will think that I have been V-Ving. Know what that is? It is the latest for violating the Volstead law.

So, as they say in golf, "We will make this a short hole," when they really mean a short link.

LINK FIFTEEN

And there is the poor farmer. May the Lord rest his poor bones. The Government is always passing laws doing something for him and he keeps coming back for more and then doesn't seem to be able to get anything. If I were a farmer, nothing would discourage me more than to pick up the paper and read that the Government was going to do something for the farmer. All of which goes to prove that the Government cannot make a farmer, and it is quite difficult to help a farmer make himself. The farmer receives the most attention from Congress because he polls the largest vote and the employer of labor receives the least attention because he polls the smallest vote and thus you obtain the benign blessings of our Republican form of government. Some day Labor is going to wake up and see that the bread of the employer and the bread of the employee are cut from the same loaf and then methinks that this paternalizing of one class, at the expense of all others, will stop.

Take it from me, some of our so-called statesmen, who are fooling with these blocs, are going to get splinters in their fingers.

LINK SIXTEEN

This reminds me. I was out looking at a farm the other day. I was thinking of buying it. What on Earth I want with a farm I don't know,

but somehow the notion just took me. They showed me where they kept account of each egg laid by each hen. There was a blackboard on the wall and every time an egg was taken from a certain hen's nest, the egg was chalked up in a square. They did not show me where they chalked up the milk though. I did not buy the farm, but I did think it would be a great place to tune in on long distance radio broadcasts. Down where I live, in the very heart of the city, the nearby broadcasting stations knock your very head off, and long distance connections are impossible.

So that's one use I might have for a farm. Another use would be to hide myself when I wanted to work undisturbed, for I think the last place the Devil himself would look for me, when my time comes, would be on a farm.

LINK SEVENTEEN

They say that in Paris they have a method of identifying dogs by their nose prints. That is useless. If a man is in doubt as to whether a dog is his or not, all he has to do is to call the dog and if the dog obeys, he knows it is not his dog.

Somehow I have gotten a renewed interest in church of late. This is not especially because I have stopped golfing, for there are still the motor, Mah-Jong, the boats, fishing, and radio as counter attractions. But ever since the

Fundamentalists and the Modernists have taken to explaining things to one another, I have taken a fancy to listening in.

Which reminds me.

In New York, less than 100 miles from Philadelphia, the most respected citizens go to hear a symphony concert and for $1 listen to it without interruption, while I, a citizen of Philadelphia, have to pay $475 for a radio set to hear the same concert and even at that some local jazz band butts in every few moments and spoils the whole thing. All of which is on account of the laws. And the philosophers say we should only have laws which people will respect. Perhaps some day folks will wake up to the fact that never in the history of the World did people obey laws they did not respect, or have such laws ever been successfully enforced. The so-called Sunday Blue Laws of the State of Pennsylvania are one of our state's very few disgraces.

LINK EIGHTEEN

When I read about the Teapot Dome, I am inclined to believe that at last I have found the secret of why my competitors frequently sell at prices below my costs. They steal their raw materials. Steal it legally, perhaps, but of course, I can't pay the market price for my raw materials and compete with those who steal theirs. However, I manage to scrape a living out of it, at that. But what gets me is why do bandits deliberately take up a life of crime and run such risks of death

and imprisonment, when there are so many perfectly legal ways of being dishonest? There was Jesse James, at his limit. Did he ever charge $17 for a short ton of anthracite? Yet, Jesse did his bit.

LINK NINETEEN

We will not play the nineteenth hole, merely because it is prohibited by Constitutional Amendment. At least you won't, but I am not saying anything about myself. But mark me, if I do play it, it will be just 100% legal. That's the advantage we rich have over the poor. We can have ours with a perfectly free conscience that we are living up to the spirit, as well as the letter of the law, which provides that if a fellow had the price, he could stock up enough to last him the rest of his life, before the passage of the Prohibition Amendment, and drink perfectly legally. And still we wonder why some folks insist that they will not respect some laws.

Put that bottle back in my locker, please.

Yes, I will take the key.

Marriage is the strictest tie of perpetual friendship, and there can be no friendship without confidence, and no confidence without integrity; and he must expect to be wretched, who pays to beauty, riches or politeness, that regard which only virtue and piety can claim.

—Dr. Johnson.

Off the President's Bat

IF you question the average damphool, who because of dissipation, is going straight to jail or the grave, the chances are that he will reply, "You only live once," as if that were an excuse for his foolish recklessness. True, so far as we know, there is only one life to live; and it is equally true that we should make the most of that one life, but there is no way in which the most may be made from a dissipated, wasted life.

There are lives, and many of them, which have been full of happiness and contentment, which have been both busy and long, but there never was a single instance where this was true of a dissipated life.

One may obtain his proper quota from life only when he possesses good health.

But so few realize that while pure air, proper food and healthful exercise are essentials to good health, the real foundation to good health is right thinking.

I remember when one of our most valuable foremen—a German—was beaten up pretty badly by an enemy and was confined to the hospital for quite a period, because some complication had set in. He had a German doctor, who kept insisting that the whole difficulty was due to the revengeful thoughts in the mind of the patient.

One day I met the doctor on one of my periodical visits to the hospital, and in reply to my inquiry as to the prospects of the patient's

recovery, he said, "How am I to cure a man who dinks, 'God damn all der time'?"

The secret of good health is right thought; and the secret of right thought is doing for others.

Doing for others is, of course, the only happiness in life, but it is a health producer also.

Vile language, profanity and sexual depravity are all breeders of ill health. The body will not function properly if the brain, which controls every nerve and muscle of the body, is functioning wrong.

Wrong thinking is not only the cause of ill health, but ill health may be the cause of wrong thinking. The person who denies himself pure air, proper food, and healthful exercise is thinking wrongly. Our thoughts control our actions.

Bad thoughts cause bad actions.

Therefore, the keynote to success is right thinking.

What is right thinking?

Well! That's something else.

It is only people who possess firmness who can possess true gentleness. In those who appear gentle, it is generally only weakness, which is readily converted into harshness.

—*La Rochefoucauld.*

Folks thought before there was language. Language is not thought, but a great aid to the thinker. But fluent linguists are not necessarily fluent thinkers.

Willie Wiseman

"HOW are you off for inspirations?"

Said the Old Man, walking over to Willie's desk, laconically like.

Now, if there is one thing a fellow who writes regularly for a publication is constantly in need of, it is inspiration, and well the Old Man knows this, for he writes his inspirations on his cuffs, or any old place, just as they come to him. Therefore, Willie, wanting to be equally laconic, replied, "Not an 'in'."

Whereupon the Old Man said, "Well, here is an assignment. Some guy with an ugly disposition, requested that I should publish how the bunny came to butt into Easter. I'll be hanged if I know. So get busy and look it up, and make a story of it. Only Willie, don't get off that old gag about the artist who painted a rabbit on a bald man's head, which looked so natural that his kids took it for a hair. Also, Willie please remember that dream cheese dish is rarebit and not rabbit."

So Willie forthwith began to consult the authorities.

"Who's Who" does not mention the fact. But then that is not so wonderful. "Who's Who"

has the Old Man fully over-described and it makes no mention of Hershey, the chocolate king, who gave a trifling sixty millions to the charity of educating orphan boys.

Willie was willing to wager that the bunny was an imported notion, like drinking whiskey. For you blame everything and anything on America, but remember this, the United States was prohibition previous to 1492. But Willie admits that we did smoke.

Willie asked an English acquaintance and he replied, "Hasenpfeffer is a German dish, not English."

So Willie got ahold of a real old-fashioned German. The kind who makes you feel sorry for Germany.

"Yah," he drawled when Willie asked him the question.

Willie regrets that Willie possesses neither the dialect nor the orthographic powers to correctly narrate the language in which this bunny stuff was handed to Willie by said Fritz, but here is how Willie gathered it.

In Germany the kiddies are taught that if they are good, the night before Easter a big, white hare will steal into the house and hide an appropriate number of variously, colored eggs in nooks and corners.

The German kiddies believe as implicitly in the Easter hare as do the American children in Santa Claus.

But Fritz was not able to inform Willie as to who began this hare-hide-the-eggs habit, or why, so Willie applied to that infallible source of all information—the Houghton Department of Records, Library Division—and he was forthwith handed a book entitled, "Curiosities of Popular Customs." And sure enough, there it was all in plain print.

It seems as if the date of Easter depends upon the moon, and the hare has always been a sign of the moon. Not always, perhaps, for perhaps the moon existed before signs, or before folks believed in signs, but anyhow it got to be a habit to give the sign of the hare when they meant the moon, just as we now give the sign of the rock of Gibraltar when we mean a certain insurance company, or photographs of two men with whiskers, when we mean cough drops.

The hare was chosen as a sign of the moon, because he was a night owl, and because he was born with his eyes open. A hare is not a rabbit. A rabbit is born with his eyes closed. Usually a person born with his eyes open, is supposed to be an unusually wise guy. Willie never heard a hare praised for his intelligence. Neither did Willie ever see exhibited a trained hare, though Willie has heard of a harelip that was alleged to

have spoken regular language, but Willie had to take their word for it.

Both the moon and the hare were credited with the power to change their sex. Thus the new moon was a he and the waning moon a she. Again does the woman get the worst of it.

That's a nice, convenient sort of a power to possess. Suppose the human race possessed it, what a mix-up of things it would make.

A nice demure lady would be admitted to a female seminary and then in the dormitory some night, suddenly change to a regular he chap with "Hair-Groom" and all that sort of thing. But go on with your own imagination. Why use up Willie's?

Taking it all in all it is a sort of a Luna affair anyhow and Willie is certain that it originated with some lunatic.

But seek as Willie would, Willie could find no account whatsoever of egg-nog, or why it was drunk on or about Easter. It seems to have originated, with most other mixed drinks, in America, although there are those who think that "mixed drinks" is a vulgarism for "Mick's drinks" and that they all originated in Ireland where they are everlastingly mixing everything up. But be that as it may, even though Willie could not learn why egg-nog was drunk on Easter,

he knows from personal experience that egg-nog is a lunatic concoction, never fit to go into the intestines of a human being. Furthermore, if the origination of the egg-nog habit is in doubt, its obliteration is not in doubt. The Eighteenth Amendment and Congr-ass-man Volstead put the quietus on egg-nog.

Now what do you think of Willie as a mythologist?

Fear is the basis of pessimism and all pessimists are cowards.

The world produces for every pint of honey a gallon of gall; for every dram of pleasure a pound of pain; for every inch of mirth an ell of moan; and as the ivy twines around the oak, so does misery and misfortune encompass the happy man. Felicity, pure and unalloyed felicity, is not a plant of earthly growth; her gardens are the skies.

—*Robert Burton.*

The political opponents of a Judge in the middle west, utterly failed to incite Public Opinion against the Judge for sentencing a man to 30 days, for stealing 30 cents worth of groceries. The Judge no doubt gave the prisoner little or no consideration, but was prompted solely by the average Americans hate of a piker.

HOUGHTON'S

REG. U. S. PAT. OFF.

Absorbed Oils

Hardly any one in the oil trade will have the audacity to deny that all of the accepted, best, standard varieties of lubricating oils used in textile mills were originated by the Houghton Research Staff. In fact, for about a quarter of a century the Houghton Research Staff was the only well organized body of practical men and scientists who were s t u d y i n g lubrication. When Houghton produced a product, it was accepted as the sort of product for all others to imitate.

When, therefore, Houghton states that the proper variety of Houghton's Absorbed Oils are the last word in present-day textile machinery lubrication, this statement comes from an authority and the best evidence of the truth of the statement is the general attempt at imitation.

Here is an experience which has just come in.

One mill which was oiling the vertical shaft at the back end of the spinning frame every day, using a high-grade lubricating oil, now o n l y oils once EVERY THREE WEEKS, with HOUGHTON'S L-1 ABSORBED OIL.

E. F. HOUGHTON & CO.

OT-19

Continued from page XI

VIM Lace Leather and the Bristol lace for the narrower widths.

There is no denying the fact that for narrow belts, carrying a light load, there comes a point where the Bristol or similar fastener is preferable. We do not sell cure-alls and we recognize the merits of all competing products. But when it comes to the spiral lace, wherein a spiral, spring-like wire is sewed on each end, it has been our observation that it is unsafe. It tears out. The wire cuts the leather on the same principle that wire will cut butter. Remember that with each contact with the pulley of the joint, a blow is exerted and that the tendency of the shock of the blow is to force the harder substance—wire—through the softer substance—leather.

VIM Lace Leather is made from the best obtainable hides for the purpose, tanned by the VIM process. It is softer than the belt and cushions the blow caused by pulley contact. It does not depend on tallow or other stuffing for its strength and durability, as does rawhide lace, and it is most elastic and, therefore, does not tear the lace holes. In other words, were you to offer us $100 an inch for the best lace leather, we could not supply you with a better article than VIM.

VIM Lace Leather is not sold through

the supply houses, but like all the Houghton Products, it is sold direct to the belt user.

The supply houses are all right and serve a useful purpose. But the supply man wants to buy and sell that for which there is the greatest demand, upon which he can make the most profit. In other words, the supply man wants to make the most profit with the least expense. He frankly tells us that he cannot obtain the high price asked for VIM Lace and other Houghton Products, because he has neither the technical knowledge nor the time to explain their quality. The supply man takes the attitude that rawhide lace has been used for years; the belt user wants rawhide lace; and it is his business as a supply man to furnish the belt user what the belt user wants. On the other hand, E. F. Houghton & Co. do not cater to the wants of their customers, but to their needs. I say to you that you most likely need VIM Lace Leather, whether you appreciate it or not.

So that's that.

Here is an extract from a letter which I received from a LINE reader:

> "VIM Leather Belt will outwear, outwork and underslip the best vegetable tanned belt every time, and I have good money to bet on this. Why don't you challenge The Leather Belting Exchange for a competitive test?"

And the following is an extract from my reply:

> "You are absolutely right regarding VIM Leather Belt, but the superiority of VIM in the belting field is as well-known and generally acknowledged as the superiority of Dempsey in the pugilistic field. I do not understand that it is the custom of well-known, acknowledged champions to wildly rush around challenging competitors, but that it is rather their privilege to give consideration to all challenges, considering the reliability and reputation of the challenger before accepting. That's us."

So that's that.

WE are the originators of petroleum steam engine cylinder oil.

We are looked upon as authorities upon lubricants for and lubrication of the cylinders of reciprocating steam engines.

I say to you that our Company will guarantee and I personally will guarantee to lubricate your steam engine cylinder with Houghton's Cyl-Tal better than it has ever been lubricated, and at half the cost, and at the same time obviate all troubles arising from oil in the boilers.

I could not say more or tell the truth plainer if I took volumes.

I would be most interested to have you write to me personally telling me any good

reason you may have for not giving Cyl-Tal a trial.

So that's that.

AS we anticipated, we entered the year 1924 with The LINE circulation well over the 100,000 mark, for the first time since the war. I think the exact figures for January issue were 105,600. This ought to make the circulation of this issue well over the 105,000 mark, which will be the largest in the history of the publication.

This can have but one meaning. It means that The LINE is wanted and is read. That's encouraging, of course, and it is this sort of encouragement which has caused me to prepare copy for so many issues.

You know I am not supposed to guarantee to the Company more than six issues of The LINE per year and as many more as I may be inspired to write. Inspiration, however, is largely the result of encouragement, so you can see what you have done by sending us names for our mailing lists.

Please remember that any shop foreman, engineer, master mechanic, superintendent, purchasing agent, assistant purchasing agent, officer, proprietor, chemist or metallurgist, is entitled to receive The LINE free on request. The request does not have to

come from him autographically, but it must be in writing from some one of repute and the P. O. address, name of the concern with whom associated, position occupied and the kind of goods manufactured, must be furnished in making the application. So if you happen to be one who has not helped by sending in a name or so, why not do so now? We are just dead anxious for names of operating stationary engineers. We want to tell them about Cyl-Tal.

So that's that.

THE sales manager for an oil company, whose stock is listed on the New York Stock Exchange, wrote to one of our prospective customers, "We think that the sales of Houghton Products are greatly exaggerated."

We respectfully refer you to our list of distributors, as given on the inside back cover. These distributors, with the exception of those on the Pacific Coast and those located in the Pacific Isles, sell only Houghton Products. Each distributor supports from 3 to 15 salesmen. They just must sell a fairly good quantity of stuff, in order to live. Facts are facts, you know.

So that's that.

IF you have not already seen the advertisements pertaining to products made from Pennsylvania crude oil, you undoubtedly

will and what I have seen thus far have been absolutely true.

Pennsylvania crude lubricating oils cannot be excelled by any oil produced from the asphaltum base crudes.

But E. F. Houghton & Co. guarantee that the Houghton Absorbed Oils will lubricate general machinery such as textile machinery (excepting spindles), metal working machinery, printing machinery, paper making machinery, wood working machinery and laundry machinery, as good as the best Pennsylvania lubricating oils, and at half the cost, and at the same time avoid all oil stains and fire hazard from oil drip.

For over a half-century we have been selling lubricating oils. The Houghton Products are second to none in reputation. We have made our lubricating oils mostly from Pennsylvania crude; we have always been advocates of Pennsylvania crude products and, therefore, when we make a statement that Houghton's Absorbed Oils do as good work at half the cost, we know whereof we speak.

Then why don't you try Houghton's Absorbed Oils?

So that's that.

IF every reader of The LINE could appreciate just what the VIM Leather

Shop is, there would be much economy effected and more annoyance and trouble saved.

VIM Leather is the wonder leather. With it things are possible that are not possible with any other material. It not only possesses the greatest tensile strength, but also the greatest abrasive strength. VIM Leather cannot be rotted by water as can both vegetable tanned leather and rubber. By this I do not mean that VIM Leather is merely made waterproof by filling the pores with wax or covering the fibers with grease. But the VIM Leather in itself is waterproof, inasmuch as it is a non-oxidizable product the same as ivory is a non-oxidizable product.

From this VIM Leather we make practically everything possible to make from leather, used for mechanical purposes. VIM Leather is made in several varieties, as soft as a glove and as hard as a brick; soaking with oil and as dry as punk. It is cut, moulded, sewed, stapled, cemented and riveted to any shape or dimension. It will take the place of rubber in all places where direct contact with live steam or other temperatures higher than 200° Fahr. is not encountered. It is built up to any number of plys necessary to obtain the desired thickness. The size and thickness of the

hide do not limit the size and thickness of the finished product, for we have the most modern machinery for cementing, with a special cement, the necessary number of pieces of leather to obtain the required dimensions, the joints thus made being warranted to be stronger than the leather itself. The cement is also waterproof, being of a celluloid base.

We make washers of all sorts, having one of the best equipped washer cutting plants in the World. VIM Leather Washers are oil proof and so far as I know, they are the only practical washers for use on oil cans, oil drums, etc.

It is estimated that there are more VIM Leather Cups in high pressure hydraulic service in the United States, than there are of all other leathers combined.

For these VIM Leather Cup Packings we guarantee twice the wear and we omit no competing packing in the comparison. We make the most wonderful VIM Leather Packings for air-brake service. They usually wear ten times longer than those supplied by the air-brake manufacturer.

We have one of the best hand leathers made. VIM Hand Leathers do not gloss and become slippery, as do oak leathers and they always remain soft and pliable. VIM

Hand Leathers are one of the best safety first aids known.

We make the only automobile leather disc clutch covering worth using. It is becoming universally used. VIM Clutch Leather can always be depended upon to last four times longer than ordinary clutch leathers.

We make VIM Round Cord Belting, sometimes called "Sewing Machine Belting." It will slip 80% less than vegetable round cord and last four times as long. Manufacturing establishments have been known to increase the output of their machines 5% by replacing vegetable leather round cord with VIM.

So whenever you have leather requirements and want the most economical, put your requirements up to us.

So that's that.

AND now a word or two about some literature which we are publishing. First, remember that it is all compiled, set up, printed and bound within the Houghton Organization.

First, there is "PRACTICAL METALLURGY FOR ENGINEERS", which is bound in cloth 6" x 8", 435 pages, and profusely illustrated. It has been pronounced the best book on the subject by the most

eminent practicing and teaching metallurgists. It has been adopted as a textbook in many prominent institutions of learning. The price is $3 per copy, postpaid. The $3 must accompany the order, as the Houghton Print Shop has no convenient charge account system of bookkeeping.

"PRACTICAL METALLURGY FOR ENGINEERS" was compiled by the Houghton Research Staff and is not an advertisement.

So that's that.

"THE OILS THAT STAY PUT" is the title of a technical work on the subject of lubrication and lubricants, designed to explain in common sense terms why Houghton's Absorbed Oils will lubricate just as well at half the cost. Compiled by the Houghton Research Staff. Sent free, postage prepaid, on request.

So that's that.

AN epidemic of skin sores and boils among workers in oils is an ordinary occurrence. The Houghton Research Staff investigated this phenomenon at the request of the United States Government, and have compiled the report into pamphlet form. It is purely a research document. If there

be copies left you may have them for the asking. Write for "CAUSES OF SKIN SORES". Postpaid, free.

So that's that.

OFF the press at an early date "HOUGHTON'S TEXTILE HAND BOOK", a book of textile technology, pertaining mostly to warp conditioning. This is a real worth-while publication. Free, postpaid.

So that's that.

WE have the most interesting Cyl-Tal pamphlet, showing how to lubricate the cylinders of a reciprocating steam engine better at half the cost of cylinder oil and at the same time avoiding all difficulty from oil in the boiler. An advertisement of Cyl-Tal, of course, but quite interesting from a technical standpoint.

Address Department of Publicity, E. F. HOUGHTON & CO., North Philadelphia, for all printed matter.

So that's that.

CHAS. E. CARPENTER,

President.

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The HOUGHTON LINE

REG. U. S. PAT. OFF.

VOLUME XXXI
NUMBER FIVE
JUNE, 1924

About Trade-Marks

A MODERN LINE OF THOUGHT

The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments others must pay 25 cents or 1/-per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisements are facts.

Established 1865

E. F. HOUGHTON & COMPANY

P. O. Box 6913

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

IT is a gratification that we have at last obtained something official concerning The Leather Belting Exchange, in an article recently published in that most enterprising publication *The Dodge Idea*, over the signature of the Secretary of The Exchange.

The article is too lengthy, too irrelevant and too uninteresting to the belting user, to make it worth while to reproduce it in full, therefore, I shall merely quote the most important portions in *Italic*, and print my own comments in body type.

*"Ten years ago the leather belting business was in bad condition.****There was no cost accounting,****and few of the manufacturers kept any track of their costs. Competition was exceedingly bitter, and on orders of any size, the policy was to take them at the best price obtainable, if necessary taking the difference out of the goods.****Externally, the trade was faced with the competition of the substitute belt, and of the individual motor, about both of which it knew nothing. In fact, it knew*

nothing about its own product. It had been making leather belting for ninety years, without even understanding the principles of belting transmission, or the capacities and limitations of the leather belt."

In the lines above quoted, the worthy Secretary of The Exchange states that the members of The Exchange (for he is authorized to speak for no one else), were ignoramuses and cheats in their business, up to as recent a date as ten years back. For he states that they knew nothing of cost accounting, nothing of "*its own product,*" and whensoever competition compelled, each and every one of them cheated the belt user by "*taking the difference out of the goods.*"

This is a more severe indictment against The Exchange than has ever been made against it by anyone outside of its organization, and while I have never suspected The Exchange of superintelligence, I certainly never thought that its members were total ignoramuses.

The leather belting user is not at all interested as to whether The Exchange knew or did not know its costs, and, therefore, I do not think a discussion on that phase of the "confession" will interest the

belting user. However, I feel it is my duty to state that there were those, not members of The Exchange, who did know their costs, and that the cost accounting system as now indorsed by The Exchange is considered a "joke" by some belting manufacturers.

But there is a phase of the subject to which cost accounting is more or less pertinent, and that is the present Standard Leather Belting Price List. I charge, if it be true, as alleged by the Secretary of The Exchange, that The Exchange has learned cost accounting, then it is at the present time practicing an imposition on the public, by preventing the equitable adjustment of the well-known inequalities in the Standard Leather Belting Price List.

The worthy Secretary of The Leather Belting Exchange "confesses" that it was a common practice to take belting orders "*at the best price obtainable, if necessary taking the difference out of the goods.*" This is merely a "confession" of "cheating."

Surely I never accused The Exchange or its members of "cheating."

But we are digressing.

Let's stick to our text.

"*Altogether, ten years ago, leather belting manufacture as a business, was 'weary, stale,*

flat and unprofitable,' to such an extent that a number of the most important manufacturers came together to discuss conditions, and to make the effort to provide a remedy, and after many meetings, and much discussion, The Leather Belting Exchange was formed,"

There you have it, not in my words, but in the "confession" of its Secretary. The Leather Belting Exchange was not formed with any thought of benefiting the public, or the belting user, but because the business itself was "*weary, stale, flat and unprofitable.*"

The fact that enormous family fortunes had been made in the leather belting business, previous to the formation of The Exchange, and that tremendous plants had been made possible out of profits, are ignored by the worthy Secretary of The Exchange, but then, of course, he could not think of everything.

But I happen to be one of those who were originally invited to join The Exchange, and I know that the principal, original object of the formation of The Exchange was to PREVENT PRICE CUTTING.

I was informed by The Exchange officials that the scheme was perfectly legal. Counsel for our Company advised us that the scheme was illegal and we did not join.

"And a plan was formulated looking toward the publicity of prices and qualities. This was laid before the Federal Trade Commission, which then had just begun to function, and was considered at a hearing of the full Commission, and after due consideration the Commission had no objections to offer. The Sherman law since has been twisted so that the system then in use has been now declared to be unlawful, and it has been discontinued. It is an interesting commentary on the law, that what was passed as unlawful in 1915, *is unlawful in* 1921,****"

I must confess that I do not understand this statement, unless perchance there is a typographical error and "*unlawful in* 1915," was intended to read "*lawful in* 1915." I do not want to even appear to be unfair in my comments and certainly do not want to take advantage of typographical errors. But if I am correct and the intention of the article is to state that the F. T. C. passed upon The Exchange as being lawful, the statement is absolutely false and what the F. T. C. actually did do may be easily settled by referring the matter to the F. T. C. itself.

It must be very plain that the F. T. C. is neither a law making nor a law interpreting body and just because it did not proceed immediately against The Exchange

when, as the article admits, it "*had just begun to function,*" is no evidence that it passed on the legality of The Exchange.

The Exchange had not functioned a year before some of the best legal talent in the country had pronounced it illegal and within a very short time after it was organized I was requested to call at the office of a United States District Attorney, and did call, accompanied by another official of our Company, and I was told there that the Government considered The Exchange illegal. Any attempt at this late date to claim that the members of The Exchange did not know that The Exchange was generally considered illegal, when it was organized, is disgraceful misrepresentation.

However, we have one fact which is not disputed. I have always charged that The Exchange was illegal, and now its Secretary "confesses" that it was.

"*Probably the most important work which The Exchange ever undertook, or that which has had the largest results, is its Research Work. There was evident a very dense ignorance on the part of all concerned regarding belts, and belt transmission,*****"

In referring to The Exchange's research laboratory, the Secretary says: "*It consists of two* 100 *h.p. Sprague dynamometers,*****"

I charge that not one single new fact has been developed by The Exchange's research work. Heretofore the public has been led to believe that the dynamometers were testing machines invented by The Exchange's Research Department, while I have always charged that they were mere stock dynamometers which were in use in private belting plants before The Exchange ever thought of using them. Any claims made by The Exchange that the thought of using the dynamometer for belt tests originated with The Exchange, are mere buncombe.

The Sprague dynamometer is a wonderful machine—wonderful for its convenience—but there is not a single test possible of accomplishment with this apparatus, which was not known and made years previous to the existence of The Exchange. The machine is merely a more economical and convenient device for the making of very old and well-known tests.

Furthermore, the only test developed by The Exchange and made public, is that one belt slips more than another, a fact which was self-evident to all belting users for years before The Exchange was organized.

*"****there has been a marked improvement in the quality and efficiency of the leather belting manufactured by the members of The Exchange,****"*

I charge it is common knowledge among the belting maker and user alike, that the quality of vegetable tanned leather belting has been deteriorating and that it is not of as good quality generally as formerly. The literature of the members of The Leather Belting Exchange makes frequent reference to the inferior quality of leather belting and to the fact that the best leather belting can only be made from the old-fashioned, long time, oak bark process of tannage. I charge that the quantity of inferior vegetable tanned leather belting has increased rather than decreased during the last ten years and, therefore, the Secretary cannot be correct when he states *"there has been a marked improvement in the quality."*

*"Another very important work of The Leather Belting Exchange was the formulation, in connection with the Bureau of Standards at Washington, of a standard specification for leather belts.****specifications that define for the first time a first quality leather belt,****"*

The specification to which the Secretary refers is what is known as "Federal Specifi-

cations Board, Standard Specification No. 37," which was approved by the Board July 3, 1922.

For approximately 8 years previous to the adoption of Specification No. 37, the members of The Exchange had been defining first quality leather belting to the trade. Now the Secretary states that all definitions previous to July 3, 1922, were either intentionally or ignorantly false, for first quality leather belting was defined "*for the first time*," July 3, 1922.

Furthermore, at least one member of The Exchange is now boldly claiming in its literature that its belt is better than belt made under Specification No. 37. If Specification No. 37 specifies first quality leather belting, how can there be better? If the public concludes that the deception, which the Secretary "confesses" was generally practiced by members of The Exchange, previous to the formation of The Exchange, has not entirely ceased, it is not its Secretary's fault.

Neither does it seem that the ignorance of the leather belting business which the Secretary claims existed among its members previous to the organization of The Exchange, has been remedied to any considerable extent, for while its Secretary

boasts of the superior merits of Specification No. 37, I charge that it proves The Exchange either does not know how to or won't properly specify first quality leather belting.

"*This specification has been adopted by the Federal Specifications Board for governmental purchases, and by The Leather Belting Exchange, and it has been accepted by numerous large industrial plants as their own and generally accepted by the trade.*"

I charge the statement that "*it has been accepted by numerous large industrial plants,*" is false and that the number of industrial plants which have accepted the specification is inconsequential, as compared with the whole. The statement that the specification has been "*generally accepted by the trade*" is positively and absolutely without foundation.

"*****the better knowledge of costs is preventing the reckless price cutting formerly existing,*****"

This phrase is so significant that it requires no comment.

"*An organization such as The Leather Belting Exchange attracts only the more progressive houses in the industry, the men of*

*the largest calibre. The smaller ones know all about their costs without bothering with any system, and they know all about leather and about belt transmission because their fathers were in the business before them, and they know better how a belt should be made than the Bureau of Standards, and there is a good deal of very poor belting coming out of some of these shops,****"*

This statement shows a disposition on the part of the Secretary to be nasty. It is suspiciously like unto one of those explosions of temper, which always indicates the exasperation of a writer in his attempt to defend a losing cause. As none of the fathers of any of the present generation of the Executives of the House of Houghton were engaged in the leather belting business; as we do not claim to know all about our costs, but merely to know enough to know that the claims of The Leather Belting Exchange that they do know, are not true; and as we probably sell a larger volume of first quality leather belting than any member of The Leather Belting Exchange; and undoubtedly do sell a larger volume of true first quality leather belting than the average, this cannot refer to us.

But in defense of "the little fellow," whom the worthy Secretary of The

Continued on page XIV

VIM

Clutch Leather

This is a peculiar finish of VIM Leather adapted to meet best the demands of friction. It is used mostly for clutch coverings. It will not burn under friction and lose its vitality as do all other leathers, and it is unaffected by moisture or oil. Of uniform thickness and free from lumps or defects. It permits the clutch to take up the load gradually and when once set will hold better than any other material.

Used almost exclusively upon all high-grade automobile cone clutches and in general use upon mill clutches.

We furnish the leather either in sides or cut to size and shape with holes of any size and shape punched accurately so that the leather is ready for immediate application to the clutch. Send for particulars.

E. F. Houghton & Co.

WRITE NEAREST ADDRESS INSIDE BACK COVER

LVCL-3

The HOUGHTON LINE

REG. U. S. PAT. OFF.

JUNE, 1924

VOLUME XXXI NUMBER V

Line Logic

Easy Street has a blind end.

If we recognize Russia, may we still send our Haywoods and Goldmans there?

Red tape makes a poor binding for the wounds of our veterans.

It will soon come to pass that a sojourn in Moscow is an essential qualification to a United States Senator.

An industrial controversy has become merely a controversy between the employer and employee as to how much they will soak the public.

If folks who are bent on imitating the rich, would imitate the rich as the rich were while they were becoming rich, they might be more successful.

Any fool can make war. It takes the best of wisdom to make peace.

Germany is perfectly willing to pay her war debts if folks will only take marks for them.

It is a good thing for Coolidge that it is impossible to misquote silence.

Now that we have four-wheel brakes, how about four-sighted drivers?

We warn visitors to Philadelphia that baseball is not a popular topic.

There is no doubt but what Premier Mussolini is the guy who put the muss in Italy.

All that Russia asks is that the United States should recognize Russia's right to ruin the World.

It may be all right to sit down and wait for your ship to come in, providing it is not a receivership.

If we have fewer born leaders in these days, perhaps it is because we also have fewer born followers.

It is not so much a question as to how long the supply of coal will last, as it is how to obtain it at a price at which we can afford to burn it, while it does last.

About Trade-Marks

THE average man who makes a good article to which he applies his proprietary trade-mark, deceives himself into believing that his trade-mark rights are because of the disposition of the Government to protect the trade-mark owner, whereas the Government does not care one hurrah in Hades about the trade-mark owner. If proprietorship of a trade-mark were not for the good of the general public, there would be no such thing. If the trade-mark laws protect the trade-mark owner, it is merely because in so doing the general public is benefited.

The law reasons (if law ever does reason), that if a man makes an article possessing certain merits, or his own individuality, and the public desires to obtain that particular make of the article, the public has a right to protection by being able to identify the original, without the trouble, delay and expense of investigation and analyses. All of which is as it should be so far as it goes, but it does not always work out so well for the public.

Suppose, for instance, that you invent, make and market a superior hair tonic and build up a large trade on it, by judicious advertising plus; that it is identified by a registered trade-mark and someone comes along and pays you what you believe is a fair price and you sell him the entire business. What is to prevent the buyer cheapening the cost of the article, by reducing the quality and using your trade-mark and prestige, for the very purpose of imposing on

the public? And yet the trade-mark laws were created for the prevention of such imposition.

Some few years back a member of a stock brokerage firm of some prominence waited on me and inquired if I should like to sell my holdings in E. F. Houghton & Co. I told him that the stock of our Company was held exclusively by those associated with the business, or members of their immediate families, and that we stockholders were all a happy Houghton family and that no one would sell without the other and we were not very anxious to sell, but if he made the offer sufficiently attractive, I would call a meeting of the stockholders and put it up to them, if he first convinced me that the proposition was a good one.

Expert accountants and engineers were duly appointed to investigate the books and physical assets of the Company, and as a result an offer was made, to pay the book value of everything, with a bonus of one million dollars. As I had always considered the good will worth at least a million dollars, and as we carry it at nothing on our books, I promptly declined the offer. After some six months' delay my broker friend came back with another million added to the bonus.

Now I think I know about as much about our business as anyone, and I flatter myself that I know more than an outsider and I figured the thing out and I did not see where the business could be made to pay, with stock issued on a two-million bonus. So I frankly told the prospective purchaser my opinion. Of course, that was not good business, according to some folks' ideas of business, but thank God, there are folks who will

not ask more for an article than it is worth, otherwise there would be no argument against the Government taking over private business.

But the prospective buyer seemed to want to buy at the price which he named and the offer looked good to me, for I have often looked forward longingly to a time when I might see a realization of my life's efforts in liquid, calculable units. So I called in a lawyer, and in due time the proposition was put into the form of an agreement. It was a unique agreement, in the fact that it was very brief and perfectly understandable. Five hundred thousand dollars were to be paid down at the time of signing the agreement and the stock was to be put in escrow with a trust company, who was to guarantee the further payments, to be extended over two years. I was to agree to continue as president of the Company for two years, at double my salary.

I could not see a flaw in the agreement. Neither could my counsel. I experienced the queerest of sensations. One moment I felt guilty of robbing the buyer and the other I felt as if the buyer must have something up his sleeve in knowledge of making profits, which my associates and myself had overlooked.

So we called a meeting of the stockholders to talk it over, with counsel present. Then counsel explained that it was evidently the intention of the buyer to "stock market job" the Houghton stock.

Briefly, he stated that it was the intention of the buyer to retain my associates and myself in our positions with the Company, while he

"reorganized," which meant that he would probably add several millions of dollars more to the capital stock value and by expert manipulation sell the stock to the public, on the reputation that it has taken over a half-century of decency and honesty to build.

Now we are queer people, we Houghton folks. And so soon as we heard what disposition was to be made of the Company which we had worked so long and so hard to build, we did not like it.

Somehow we had gained the impression that the buyer would enable us to retire and watch our hobby—our life's work—go onward and upward to greatness, because of the application of superior ability and financial manipulation.

Personally, I had visions of being able to point to E. F. Houghton & Co., of the future, tremendously expanded, as the final realization of my ambitions and as something in the creation of which I had been a factor.

I am certain my associates felt the same.

When, therefore, we came to the realization that by selling at an unfair profit, we would see the fair name and fame of the good, old reliable firm of E. F. Houghton & Co., go into the gutter, through stock market manipulation, and that those who would be the most imposed upon would be those who believed most in the Company and its present management, we concluded to turn down the offer and to refuse to be a party to the modern practice of "promoting," which I believe is merely another way of saying that we declined to in any way be a party to the fraud.

For it was intended to be fraud, pure and simple.

In other words, just as there are those who make a practice of buying old-fashioned, reliable trade-mark products and adulterating those products, so there are unprincipled parties buying old established business concerns, noted for their honesty and integrity, and adulterating that honesty and integrity, which after all is represented in the capital stock of the company, for the value of such stocks is based on the confidence which the public has in those who are identified with the enterprises represented by the stocks, and when those stocks are inflated, or watered, it amounts to the same thing as adulterating the honesty and integrity of the company.

Those folks who obtain these "promoters' commissions," pose as belonging to an exclusive set, and consider themselves much better than others. They are in an exclusive set, all right, but the set ought to be behind the bars, for, as a class, they are best described as "contemptible."

But infringement on trade-marks does not begin or stop with businesses pertaining to commodities or stocks. It enters into families, clubs and societies.

I need not take the time of the reader to call attention to the numerous defectives who are trading on the names of their families.

There are clubs in this country today, which are abusing their charters, because they stand for nothing for which they were originally chartered. I have in mind a club originally

chartered to promote the common interest of manufacturers, the membership of which today represents only a minority of manufacturers.

When it comes to societies, suppose we take the K.K.K.

The Klan of the sixties was organized by the very best of southern citizenship. They were a conquered people and they felt that the K.K.K. was the sequel to the solution of a problem in which their section of the country was vitally concerned.

Whether the organization of the K.K.K. was warranted by the conditions or not, need not be discussed at this time, but in all fairness to our southern citizens, it should be admitted that in all probability we would have been members of the Klan ourselves, had fate decreed us as southerners at that particular time.

There live today members of the original Klan of the sixties, as well as direct descendants of members. These do not deny that the Klan was an *organization of terror.* Furthermore, as the reconciliation period increased, the very founders of the K.K.K. saw its dangers. They realized that the K.K.K. had no place in a peaceful community; that it had many dangers and by the command of Grand Wizard General Nathan Bedford Forrest, the K.K.K. was dissolved in 1869.

An officer under General Lee, whose father was an active member of the K.K.K., says of the present organization, "This outfit is a plain im-

postor. There is nothing of the old Klan about it but the name and nonsense. Maybe it got some of the riffraff who made the trouble that caused the old Klan to disband. I don't know. But no true member of the old Klan and no true southerner can draw the line that this gang does. The old Klan had Catholics in it and Jews. No man who loves the memory of the Confederacy is going to join a crowd that would bar Judah P. Benjamin, General Beauregard and a dozen like them. No sir!"

In other words, the K.K.K. of today is an impostor. There can be no doubt about it. I will argue this question with any of its members, at any time, or place, and under any conditions which will warrant me fair treatment.

Never in the history of the United States was there ever so un-American an organization as the K.K.K., because the K.K.K. oath is specifically and basically un-American. While protesting that the objects of the K.K.K. are to uphold Americanism, the oath itself specifically demands "death" before its secrets shall be revealed.

Ostensibly opposed to the Catholics because of the alleged allegiance of the Catholics to the Pope, the oath of the K.K.K. is an allegiance to the Imperial Wizard of the K.K.K., which would put the allegiance of the most pious of all Catholics to the Pope, into shame.

In other words, as I see it, the K.K.K. objects to the Catholics, because of the allegiance of the Catholics to the Pope, and yet the K.K.K.

itself swears an oath of allegiance which is far more un-American than anything that the agitated imagination can accuse the Catholics of possessing.

It must be plain to every real thinker that the K.K.K. is basically a money making proposition. There are those who object to the Catholics and their power, gained they know not how, but nevertheless they object to it solely because it is Catholic power, as opposed to Protestant power. That such power may be the result of superior merit, they do not stop to consider. There are others who are opposed to the Jews, not because any living Jew ever did anything to injure them, but just because somehow we are opposed to anyone, who pronounces thousand "tousand," being more successful than we are.

Boiled down to its final residuum, we find that the K.K.K. has bought out an old established, secret organization, originated because of a real or supposed necessity, and trading on its trademarks, is "promoting" it for profit, in a period when absolutely none of the conditions exist which called for its origination.

In other words, the K.K.K. is a fraud, pure and simple.

You may object to this accusation because you have been a victim of the fraud. No one relishes the thought of admitting that he has been swindled and thus it has come to pass that the most outrageous swindles, which have ever been imposed upon a gullible public, have had the swindled, as their defenders. But I say that

the K.K.K. is a swindle pure and simple and I would not dare say so, unless it were true, because I would be otherwise liable.

The K.K.K. advocates are not concerned in bringing action against those who accuse them of swindling, so much as they are engaged in trying to convince the gullible that the K.K.K. stands for Americanism, which it does not.

In other words, the K.K.K. of today is an impostor, applying the K.K.K. trade-mark of a half-century back, to a fraudulent substitute.

There is an increasing demand in Russia for the heavier tonnage motor trucks. The penny-in-the-slot-machine owners require them to remove the money from their machines.

The Shanghai *Weekly Review* reports that Luther Burbank was arrested by a traffic officer for trying to cross a street with an auto. And they say the Chinese have no sense of humor.

Every once in so often some good friend and reader of The LINE writes us and suggests that if we do not consider it "too dangerous ground," we treat of this subject or that subject. When one ventures into the publicity game they must leave danger behind. We know of no such thing as dangerous ground. We fear nothing and nobody. Threats of dire consequences, from loss of trade by folks who do not pay their bills, to libel suits, are as common with us as telephone calls from life insurance agents and bond salesmen. If treading on dangerous ground editorially were a real danger, we would have gone through into the hole long ago.

Men or Mice

I DO not believe in war as a pastime.

Nor do I believe in peace at any price.

I appreciate that the enormity and horrors of the World's War are beyond the comprehension of any human brain. I believe that war is the most terrible catastrophe which can happen to a race of people, with just one exception—dishonor.

If the time comes when no man is willing to die for a principle, then men cease to be men and become mice.

The most detestable and damnable organizations which exist today are those make-mice-of-men societies, which teach:

PLEDGE YOURSELF NOT TO GIVE YOUR OWN CHILDREN, NOT TO ENCOURAGE OR TO NURSE YOUR SOLDIERS, NOT TO KNIT A SOCK OR ROLL A BANDAGE, OR DRIVE A TRUCK, OR MAKE A WAR SPEECH, OR BUY A BOND.

If something is not done to stop this sort of propaganda, the future race of men will be composed of pinheads and nincompoops.

As a matter of fact there is entirely too much sob stuff put on the value of human life. If life were perpetual, it would be a different thing. But death is just as certain as birth. To be born means to die. The length of time a human being exists is inconsequential. What is of consequence is, what does the individual do for the race while

The Three Factors of Transmission Belt Success

The Three Factors *of* TR

THE successful and most economical operation of leather belting requires, in a measure, a division of the responsibility between the belting manufacturer and the user.

In other words, whether or not the user gets the most out of his belting, depends upon three factors of almost equal importance which we rate as follows:

First: 30% of the success of a belt is due to the quality.

Second: 35% of the success is due to the adaptability of the belt to the drive.

Third: 35% of the success is due to the proper care of the belt and drive.

We would not attempt in the four pages of this insert to discuss these three elements of successful belting results, but let us look at a few facts concerning the first element.

Upon the element of quality, depends thirty per cent. of the final total success of belting. Quality is, therefore, the first essential or ground work on which the final success depends.

Best quality will never be appreciated by the user until he has some appreciation of the extreme care, time, skill and expense entailed in the various processes of belt making, com-

MISSION BELT Success

mencing with the removal of the hides from the cattle and ending with the production of the finished belt.

VIM Leather Belting is handled by one organization from the purchase of the hide on the hoof, through the tanning process and on to the finished belt.

The HIDES—VIM Leather is made of the heaviest hides known, averaging 100 pounds each, while the best grade of oak leather belting is made of 65-pound steer hides.

It would be impossible to make oak belting from the same heavy hides used for VIM—they would be too thick and unpliable.

The TANNING—VIM Leather is mineral tanned. The VIM special process maintains the original length of the fibres—fibre length means leather strength. VIM Leather is absolutely free from foreign matter. Just enough of a very fluid oil is used to properly lubricate the fibres.

In oak leather—a vegetable tannage—the fibre is very short and the spaces between the fibres are filled with fine oak bark particles absorbed from the tanning liquor.

The BELTING—VIM Leather Belting is 100% leather. VIM Leather Belting not only slips less than oak leather belting, but will stand fully 150° Fahr. greater heat than oak belt—it is, therefore, not so apt to burn when it does slip. VIM Leather Belt will not rot, either in storage or on the pulley while the machinery is idle.

VIM LEATHER BELTING WILL TRANSMIT MOST POWER.

Factors Nos. 2 and 3 in the transmission belt success are featured in—"The Care of Leather Belt"—a wall hanger that we will gladly send on request.

We will appreciate an opportunity to give you further information on VIM Leather Belting and why it stands foremost as the Quality Factor in successful belting results.

E. F. HOUGHTON & CO.

See third page cover for address of our nearest Distributor.

he does live? What the individual does for himself is of no moment. We are put here to help others and our life's value is not measured by the number of years we are here, but by what we do which is useful for others while we are here.

Christ taught the lesson of laying down his life for the human race and it is as little as the rest of us can do to follow his example.

If manliness and patriotism are to be left to the vicious, and cowardice and milksoppiness to the virtuous, then good-bye virtue.

"That which is worth having is worth fighting for," is as true today as ever.

We want permanent peace; we want to do away with wars, but we want to accomplish this on the high plane of a better World's conception of honor, integrity and fellowship of man. It can never be accomplished on the basis of "peace at any price," dishonor, cowardice and a degeneration of the human race (meaning our women as well as our men).

The United States of America exists today as an example to the rest of the World, because our forefathers held principle above life, and it is our duty to carry on.

As the touchstone tries gold, so gold tries men.
—*Chilo.*

If the Government really wants to put the bootlegger out of business, we suggest that they try the practical method of selling the confiscated booze at cut prices, with Government certification as to purity.

The Living Wage

*"EVERY rational human being in this country stands for a wage that will give American workers an American living.***** This wage standard has been indorsed again and again by leading economists, statesmen and divines."*

So says the *Literary Digest.* But it would occur to me, from my intimate knowledge of manufacturers and the thoughts and actions of manufacturers, that this wage standard has been indorsed by the manufacturers and manufacturing organizations in America for the last forty years at least. I wonder why the *Literary Digest* omitted the manufacturers from its classified list of indorsers, when the manufacturers as a class, have done more to indorse these standards than all of the rest of the classes combined? And what is more, they have not only indorsed these standards, but have so far as is in their power, endeavored in a practical way, to bring to pass some results which would make for the indorsed standards.

For instance, not very long ago there was a meeting of Divines (if that be their proper title), who are identified with an association which proposes to mix the Church up with things economic, as well as political, at which the speakers made a great noise, which gave much encouragement to the I.W.W., and other lawless organizations, and in which they declared for this living wage.

Now it so happens that every one of these Divines practically dictates to his board of

trustees the wage of the sexton of his respective church and it also so happens that not a single sexton in any one of these churches is paid anything like a living wage, excepting where the sexton has been the beneficiary under a will of some former member of the congregation.

These Divines did not mean that they were in favor of a living wage, but that they were in favor of the other fellow paying what they call a living wage.

Inasmuch as economics and politics are as far from religion and religious thought as is the North Pole from the South, it is not to be surprised at that whensoever a dominie undertakes to meddle with either, he makes just a plain damphool of himself and injures the cause he intends to help.

The labor press, with its usual prejudices, claims that the minimum wage should be such as will enable a man to support a wife and three children and permit him at the same time to put a little aside.

I have no quarrel with that estimate, so far as the theory is concerned. If a man has a wife and three children who cannot or ought not help support the family, then he ought to receive enough to do the trick.

That's common sense and manufacturers and employers of labor are tremendously strong on common sense.

Whatsoever may be said about employers of labor being shy as to schooling, it has been my observation that they excel any other class upon common sense judgment and perhaps it is

because their judgment is not injured by too much theory.

The claim of the labor press is that the reason the laboring man does not obtain more, is that the non-laboring man obtains too much.

That is about as sensible as the long ago exploded theory that you may make the poor rich by making the rich poor.

The facts are, that out of the amount of wealth produced there is just so much to go around. The more there is produced the more there is to be distributed. The laborite bigots will deny this and claim that the more produced the more the employer exploits and grinds down labor, but THE FACTS ARE (and the proofs are ample), that never has there been a marked increase in the production of wealth, but what wages have gone up.

If one class of society obtains less than another class, it may, and again it may not, prove that some classes are obtaining too much and other classes too little. But you may take it from me, that wheresoever some artificial process of regulating the share which any particular class shall receive is in vogue, such as is the case, for instance, where organized labor has obtained control of an industry, you can bet your last cent that that class of labor is obtaining too much, and if it be (and I think it must be true), that the main reason why some classes obtain too little of the produced wealth is because other classes obtain too much, then beyond a question of dispute or doubt, organized labor is more guilty than any other class of "hogging too

much for itself," and is responsible more than any other class for some folks obtaining too little.

One labor publication claims that if Henry Ford can pay $6 per day minimum every one else can. That is about as sensible as claiming that if Dempsey can whip all comers, every one else can.

In the first place, Ford is a remarkable man and there are not many in his class and this is true whether you like him or not.

In the second place, by paying $6 a day, Ford attracts to his plant a class of labor worth $6 per day. Ford does not pay out something for nothing. Now there is only a limited amount of this $6 labor to go around. In some communities there is none left, Ford has taken it all. Ford is paying $6 to $6 men, but the labor bigots insist that because Ford pays $6 to $6 men, every one else should get busy and pay $6 to $3 and $2 men, and as they say in the circles of the Four-Hundred, "It is not being done."

Another labor publication, one of my own state, says editorially:

"By the way, why is it that we never hear from the Railroad Labor Board or anyone else, of the living dividend, or the living interest rate on railroad investments? These two items are never touched.**** Why not reduce the living dividend and the living interest on invested capital?********."

There was a time, some years back, when one would have been warranted in passing such a misstatement as this, because the labor press was at that time edited largely by ignorant

although honest people, but the labor press of today is largely edited by those who would exploit the cause of labor for their own selfish gains and by men who have had the advantage of higher education; men who have had the truth forced upon them, although they have received it reluctantly.

Therefore, the publishers of the statement which I have quoted, are nothing more nor less than low-down, contemptible, mean liars, who would hand out lies to labor in order to put money in their own pockets, by increasing their circulation among those who are being oppressed by someone, most likely organized labor, and who in their helplessness grasp at any publication which seems to advocate their cause.

There is scarcely a sixteen-year old child, but who knows that the rate of interest for borrowed money is regulated in every state of the Union, and was regulated long ago and with the consent of the capitalists, who could see that regulation of this sort would eventually benefit the whole peoples and, therefore, it must indirectly benefit the capitalists.

All invested capital must compete and be influenced by this rate of interest.

All stocks, bonds, and other investments, including mortgages, must compete with the interest specified by the Government of the United States that it is willing to pay on its bonds, certificates of indebtedness, etc.

A corporation does not squander its earnings by paying out all possible in the way of dividends, any more than it squanders its earnings paying excessive wages. It pays for wages what it has

to and it pays for dividends what it has to. The Lord knows the public has never been robbed of any considerable amount by the payment of excessive dividends on stocks, or interests upon bonds. The public has been robbed by capital, of course, just as it has been robbed by labor, but about one-thousandth as much. But capital has another way of doing it.

The large corporations must be largely owned by the public; in order to induce the public to subscribe to the stock and bonds, the corporations must meet the conditions of supply and demand, fixed mostly by the Government, just as labor ought to be willing to submit to the laws of supply and demand.

Capital submits to every law and rule regulating it against excess profits, and its skirts are clean in that direction; but organized labor steadfastly declines to place itself upon the same moral plane as capital, much to the shame of organized labor.

From the reports which come from the various penal institutions, since we have been passing laws intended to make us all good, it seems that the housing problem has extended to the lower strata of society, yes even to the criminal class.

The scientists are producing statistics to prove that motoring is adding to the length of life of the motorists. We have no figures on the subject, but we did have a suspicion that the chances of long life were rather in favor of the motorist and against the pedestrian.

Off the President's Bat

THE Lord knows I have no intention of playing knight-errant to the legal profession. We laymen pay the lawyers to take care of us. I never heard of a lawyer paying a layman to take care of him.

But I would like to bat out a ball or so on this damphoolish howl which is going up against our lawyers who have chosen to select a vessel sailing under a foreign flag, rather than one sailing under the American flag, for their junkets to foreign shores.

I have never crossed the Atlantic. But my family are veritable globe trotters. And as we sit around the table and they talk about their experiences, I absorb at least an inkling of things as they are. I also see them off and welcome them home at the dock.

I remember well when my good spouse and granddaughter concluded that it was their patriotic duty to embark on an American vessel, in the early summer of 1923. I accompanied them to the ship. Before the ship left we endeavored to engage deck chairs and it was impossible to find a single person who could wait on us who spoke the English language. So far as I could see, the stewards and their assistants, to a man and a woman, were Germans, speaking only German. It is pretty tough to ask an American, after the recent war, to travel on a ship manned with a German crew and expect him to imagine he is patriotic in so doing. I am not a German hater. I don't believe in hate. I haven't re-

signed my membership in a single German club to which I belonged, previous to the war, and I belonged to the best of them. I stand for Americanism, first, last and all the time. But I will be hornswoggled if I can bring myself to believe that it is more patriotic to embark on a ship commanded by Americans, but manned with our former enemies, than it is to embark on a ship completely manned with our former allies.

Furthermore, every foreign traveler will confirm me in the statement that there is a vast difference between the courtesy extended to tourists in the offices of the American lines and the courtesy extended to them in the offices of foreign lines.

The lawyers are accused of favoring the foreign lines because they are wet. Well, what is there wrong in that? There is no law against drinking liquor even in the United States. The law intended and the American people demand, that they shall have at least equal rights with all foreigners. If an American cannot obtain liquor in America, which is all just and proper according to the law, no foreigner should have the privilege of obtaining liquor in America. But all embassies do. If an American is to be denied the right to obtain liquor on the high seas, no foreigner should have that right. So long as foreigners shall have the right to obtain liquor traveling on foreign ships, why should not Americans have the same privilege? Surely the learned members of the legal profession are not open to the accusation of going across the Atlantic for the purpose of obtaining a drink, for drinks may be obtained on this side, at least so it is rumored. But there is no attempt to deny to Americans the right to

take a drink when they are in foreign countries and, therefore, why object to them desiring to get under foreign jurisdiction as soon as practical?

The tourist who goes to Bermuda, Nassau, Havana, or Canada is not condemned if he takes a legal drink in those places.

What is the difference in principle if the tourist wants to take his drink afloat outside of the 12-mile limit, under a foreign flag, rather than on land?

The difficulty is this. The passage of the Eighteenth Amendment and the subsequent passage of the Volstead Act were monumental mistakes. Mistakes in the cause of real prohibition. But those responsible for these errors are fanatically insisting that every one shall peacefully become a party to the support of these errors.

We are told that we have a perfect right to legally protest against the prohibition laws, but that we have no right to violate them and then when a body of men, sworn by oath of their profession to uphold the Constitution, choose to show their protest in a perfectly legal manner (which they do if rightfully accused), there is a howl. From whom? From those who got us into this awful mess. For it is a mess.

Remember I am against liquor and in favor of prohibition and want none of the terrible abuses of liquor such as were practiced in the past by the saloon. I merely want to point out, that the fanatic is always an enemy to the real cause which he espouses.

Willie Wiseman

WILLIE knew gosh-blasted well that the Old Man would get Willie into difficulties giving Willie that Easter Hare inspiration, for now a guy wants Willie to tell him how old the human race is. That is, when did the first man exist and how old was he when he died? Willie can only answer in the language of the illustrious father of Peck's Bad Boy, which Willie takes for granted was Old Man Peck—"Damfino."

However, if it be true as is alleged, that in the Church of the Holy Sepulchre in Jerusalem, the tomb of Adam is located, why is not the whole story told on the tombstone?

And why don't we celebrate Adam's birthday, just the same as we celebrate the birthdays of Washington, Lincoln, etc.? There would be some sense in celebrating Adam's birthday, because there can be no doubt that we could all celebrate on a common ground, for he must have been a blood relative to the bunch of us. Mark Twain called attention to this fact when Mark wept at Adam's tomb.

When Willie goes to Jerusalem, Willie is not going to waste any time around old man Adam's tomb.

First, because when Willie is dead, he is going to be a long time dead and he will have time enough to associate with the dead and pay Willie's respects to the dead and believe Willie, there are a few dead to whom Willie hopes to pay his respects, particularly those who borrowed money from Willie when they were alive and

sick, on the representation that they were fully insured, only to be discovered that the insurance policy had been hocked to the limit.

Second, because Adam was not so much of a man after all. Of course, Adam was God's first attempt at making a man and he could not be expected to make a masterpiece the first time. For we must remember that Adam was a thief, that is, he swiped an apple; he was a hard drinker, for he saw snakes, and his son was a murderer. And it is most likely that we are all descendants, not only of a hard drinking, apple thief, but also of a murderer. All of which would not look well in "Who's Who."

So Willie is not going to feature his ancestry, only to remark that there are a lot of us who would not be so well pleased if we went back far enough in our family tree. But why boast about our ancestry, when we have the authentic record that the further back we go the worse it gets? No wonder so many folks are so ready to believe that they descended from a monkey.

Personally, Willie would be as proud of a monkey for an ancestor as of that Adam family.

Down at the club, the other day, Snobbs was explaining that when he first married, his wife never agreed with him, but now she always did.

The same evening Mrs. Snobbs was telling their newly married daughter that it was much less tiresome and exhausting to the nerves, to permit her husband to have his own views, for to oppose him would only result in arguments and scenes which would result in good to no one.

"Ain't we men devils?"

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OT-13

Continued from page XI

Exchange intends to defame, I want to say in all fairness, that the best quality vegetable tanned leather belting is not being supplied by "the big ones," but by those select shops who specialize on quality and who because of the smallness of their volume, are not compelled to work up shoulders and bellies into belting that is sold for first quality grade. In other words, I charge that the greatest volume of "*very poor belting*" is not coming out of the small shops, but out of the larger shops and I also charge that this is the general opinion and is common knowledge in the belting trade.

It would be interesting to know what the Secretary means by, "*progressive houses.*" Does he mean houses who combine contrary to law? Does he mean houses who meet in secret to conspire against competitors? Does he mean houses who have met with financial failure and are being operated by their creditors? Does he mean a house who, although absorbed by competitors to prevent competition and contrary to law, still continues to do business under its old name in order to deceive the public? Does he mean houses who sell several grades of belting under the same brand? Does he mean a house who fails for $4,000,000 with $4,000 assets?

Folks differ as to their idea of what constitutes "*progressive.*" I once knew a man who claimed that the most progressive man was the crook who was never caught.

It is certainly a libel on the leather belting trade in general for the Secretary to claim that The Exchange is composed of all the progressive houses in the trade and in the same article "confess" that they combined illegally; knew nothing about their business as late as ten years back and had never defined first quality leather belting until July 3, 1922.

"*****it now being common to secure as high an efficiency in leather belt transmission as 98½ per cent,*****"

This statement is not true. Ninety-eight and one-half per cent. efficiency is rare and not at all common.

Then it is significant that when we come to the very last paragraph of the article, the reference is made for the first time to the thought that The Exchange has some obligation to the public, for this is what the article states in that respect:

"*The Leather Belting Exchange, as an organization, always has been impressed with the fact that it owed to the public a duty to*

improve its product as much as possible, and to render service, as well as to sell goods."

I charge that public service was never mentioned as one of, or a part of the original objects of The Exchange and inasmuch as the quality of vegetable tanned leather belting has not been improved in the last ten years, no important public service has been rendered.

" United they have been able to accomplish results which would have been impossible for any individual house."

I admit that this statement is 100% true. No individual house could have so disgraced the leather belting manufacturing trade; no executive of any individual house would have been guilty of making such a clumsy, bungling and untrue statement.

I am not gloating that this is the case; I am, on the other hand, sincerely regretful. My Company occupies a prominent position in the leather belting manufacturing trade, while I personally am the chief executive of a prominent group of leather belting manufacturers. A reflection on the trade is a reflection on my Company, my associates in the trade, and myself, and it is only because of this, that I take this most valuable space in The LINE, to resent the reflection.

I charge that the statement of its Secretary has done nothing to convince me that The Leather Belting Exchange has performed any useful purpose for the public, for the leather belting trade in general, or the members of The Exchange in particular.

So that's that.

Concentrate Your Purchases

IN my evolution from office boy to President of our Company, I stopped long enough as Purchasing Agent to make some rather radical changes in the Purchasing Department.

The man whom I succeeded was a most polished and polite gentleman, one of those fellows who is always popular, and who thinks his mission in life is to scatter his charities among the greatest number.

I don't think that he had ever taken purchasing as a serious proposition and always thought the position was beneath him; that it took real merit to sell goods, but that a feeble-minded person ought to be able to buy.

He succeeded again to the office of Purchasing Agent, after I passed on up, and until the day of his death he never tired of telling what a wonderful change I had made in the Department, and that buying was a real job after all.

My predecessor saw every one who called and gave them as much of his time as they wanted and scattered what he supposed were his seeds of kindness, among as many of the salesmen as possible.

If it so happened that a refinery was selling us one kind of oil, that in his opinion was enough for that one refinery to expect of us. He, therefore, discriminated against that refinery on all other oils.

When I took charge I reversed this policy. I told every salesman that I was going to buy as much as possible from one source, and invited them to all get busy and show that they deserved to have the preference. In six months the number of invoices run through the Bookkeeping Department from the Purchasing Department was decreased 66% and there was a further decrease after that. We were enabled to let one invoice audit clerk go out of the Purchasing Department and another entry clerk out of the Bookkeeping Department and there was a

uniform reduction in purchasing costs all around.

While I saw every salesman who called, there were fewer calling, because those who knew they were not in the new deal dropped out, but I spent more time with each caller. The correspondence of the Purchasing Department was so lessened by this method that we were enabled to share our stenographer with the Manufacturing Department. Gradually the work of the Purchasing Department was so lessened that the clerks were enabled to relieve the Accounting Department of the cost accounting.

Here is a new thought for some of the P. A. associations. Does cost accounting belong in the purchasing department? I contend that it does. I contend that no manufacturing department ought to be permitted to figure its own costs. The purchasing department is held responsible for the cost of purchased goods. Why divide the responsibility? Why not make it responsible for the figuring of all costs?

My predecessor said that the reason I was enabled to make the improvements and effect the economies was because I had had experience in selling. This tempted me to tell a P. A. that no P. A. had any right to

his job unless he possessed previous experience in selling. The P. A. came back and said, "I wish to goodness every salesman was compelled to work in a purchasing department before he was permitted to sell, then perhaps, he would have some consideration for the purchasing agent's time." The P. A. got the best of that argument anyhow.

But the advantages I have mentioned of my system, of concentrating my purchases among the fewest, possible sources, are only a very few of the many.

The greatest advantage was the fact that I was of some importance to each source; each salesman would go to any extreme to do me a favor; I was promptly tipped off upon all anticipated changes in price; I was advised upon all matters of importance and I obtained real service.

I remember once we accepted an export order, engaged the freight, which obligated us to pay for it, and then found that we were short upon a product which represented 5% of the total. We actually needed less than a carload of the 5% material to complete the order, but inasmuch as the source of supply was far out in the Middle

West, there was no possibility of us obtaining a car of the needed material in time to catch the steamer.

I explained our position to the salesman who sold us our supply of the material. He also sold us several other products. In fact, the material wanted was one of which we purchased the least. He saw an opportunity to do us a favor; to render us a real service; to put us under obligation to him, so he obtained 10 barrels in Providence, 5 in Hartford, 5 in Bridgeport, etc., from his other customers. Borrowed it for us. We picked it up with our own motor trucks. And we caught the steamer.

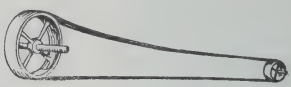
During the "jam" of 1918 and 1920, when most of the raw materials in our line were as scarce as hen's teeth, we were receiving materials when others were going without. All because our account had been made valuable to each of our sources of supply.

As late as 30 days previous to going to press, our Manufacturing Department claimed that they were not enabled to make one of the Houghton Products as good as it might be made, because one of the raw materials which entered into that product was not exactly as we desired. I personally saw the salesman representing the source for the material in question. "No other concern wants it that way, and

it won't pay us to run it that way for your requirements," is what the salesman said. "But you don't take into consideration the other trade you receive from us," said I. He took the hint, and today we are receiving our requirements as we desired.

"We give Houghton our belting business, and we think that is sufficient," is what I heard a P. A. tell one of our salesman. This P. A. was like unto my predecessor; he had the right slant upon good fellowship and kindness, but the wrong slant on purchasing efficiency, for proper purchasing does not consist in giving anyone anything. We ask no one to give us anything. We merely ask that we may be enabled to earn for ourselves the maximum, by saving for the purchaser the maximum. That the concentrated policy of purchasing is rapidly growing, is proven by the increase in the average number of products we sell each customer.

So that's that.



A Handy Rule for Determining Percentage of Belt Creep

MY request in a recent Talk, for a handy rule for determining the percentage of belt creep, was furnished by W. F. Schap-

horst, M.E., of the HOUGHTON RESEARCH STAFF, and is as follows:

For determining the percentage of belt creep, most rules as given in manufacturers' catalogs, textbooks, etc., are inaccurate, because they do not take the thickness of the belt into account. The following is not given as being "perfect," but it will give results that may be used as reliable. All measurements should be in inches.

(1) Multiply the revolutions per minute of the driven pulley by the sum of its diameter and belt thickness and then by 100.

(2) Multiply the revolutions per minute of the driver pulley by the sum of its diameter and belt thickness.

(3) Divide (1) by (2) and subtract the quotient from 100. The difference is the percentage of creep.

Thrown into the form of an algebraic formula the rule becomes:

$$\text{Per cent. creep} = 100 - \frac{100\ (d+t)\ n}{(D+t)N}$$

Where d = diameter of driven pulley, in.
t = thickness of belt, inches.
n = speed of driven pulley in r.p.m.
D = diameter of driver pulley, in.
N = speed of driver pulley in r.p.m.

In the above it is assumed that the pulley diameters and ratios distance between shafts, width and thickness of belt, and other conditions, are such that there is no "slip" whatever.

This rule gives the "creep" which is caused solely by the elasticity of the belting material.

And that's that.

CHAS. E. CARPENTER,
President

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VOLUME XXXI
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JULY, 1924

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CHARLES E. CARPENTER, NEAR EDITOR

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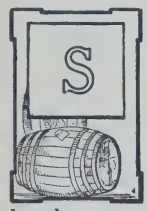
HEART TO HEART TALK WITH LINE READERS

By the President



OME months back I was astounded at a statement made in *The Bulletin* of THE NATIONAL ASSOCIATION OF LEATHER BELTING MANUFACTURERS, to the effect that leather was non-perishable; that it would not rot or deteriorate with age, and there were cited some of the freak finds of leather objects, such as a pair of slippers in old King Tut's tomb, to prove the fact.

Never in all of my experience did I ever see in print, in a reputable publication, a statement so absolutely false.

There was no necessity for making the statement, and no good could come of making it, but on the other hand, this is one of those misrepresentations which not only injure the authors but also injure every one engaged in the same line of trade.

Leather does rot and it is subject to deterioration with age. Leather oxidizes readily and a piece of leather uncurried, that is, taken as it comes from the tan, or what is called "rough dry," will deteriorate into a worthless condition in a few years.

HEART TO HEART TALK

Some quarter of a century back, when we represented one of the oldest manufacturers of vegetable tanned leather belting, they sent us a rough belt leather center, along with a curried center, for display on our walls, to demonstrate to customers the different stages or conditions through which leather passes in the processes of producing leather belting. That rough center hung on our walls about three years and one day dropped of its own weight, tearing out at the nail holes, and when we went to pick it up to carry it away, it crumbled into innumerable pieces, rotten and worthless.

Were you ever traveling and embarrassed by the leather handle of your suitcase breaking off? And did you examine the leather and find it like punk? Did you ever pull up on your trunk straps while the porter was waiting to take your trunks and have them break because they were rotten? Did you ever, when you were a boy, get out your skates for the first time in a season and go to put them on and find the leather straps rotten? Did your wife ever ask you to tighten the sewing machine belt, and when you tried to do so, find the belt rotten?

Did you ever feel your suspenders break and upon examination, discover that it was due to the leather being rotten? Did you

ever find your faucets leaking and upon investigation find that it was because the leather washers had rotted away? Did you ever find a pump out of commission and upon pulling out the rod find that it was because the leather washer had been rotted? Did you ever see the leather on boat oars rot? Did you ever put away a pair of high top boots for a year or so and then get them out on a snowy day, to find them worthless and rotten? Did you ever pay a high price for leather covered furniture to find the leather covering rotten in a few years? Did you ever go up into the barn loft and dig out some old harness and think you were going to fix it up as good as new, only to find it rotten? Did you ever pay a high price for a leather coat, only to find it worthless and rotten the second season?

Of course you have had some or all of these experiences and having had them, what would you think of a statement to the effect that leather will not oxidize or rot?

What will the leather belt user think of the statement when he remembers that every time he has shut down for a long period and neglected to dress his belting with preservative, he found the belting rotten when he came to start up? What will the cotton gin men of the south think

of such a statement, when one of their great problems is to keep their leather belting from rotting, during the idle term between seasons?

In fact, it would be safe to wager that there is not one person in a thousand, who is over 21 years of age, who has not had some disappointing experience from leather rotting.

Furthermore, I want to quote word for word from a letter from a leather belting manufacturer to a sales agent. The agent was carrying a consigned stock of leather belting and it was approaching inventory period: "In taking your next inventory and all subsequent inventories, will you please see to it that our attention is called to all belting in stock which has been carried for two years or over, as we will have to make provision for moving the same promptly, as we do not care to carry belting over two years, for fear of deterioration."

I wonder what those concerns who specialize upon the purchasing of second-hand leather belting would say to the statement that leather belting will not rot? One of these chaps said to me one day, "Our greatest trouble is that we have no true way of ascertaining whether or not the belting is rotten with age, before we buy it. Getting stuck with rotten belt eats into our profits."

HEART TO HEART TALK

If you want to know whether your leather belting will rot or not, permit me to give you a very simple test. Take a piece of leather about 3" long and ¾" wide and cut a slot about 2" long down the center of it. Then insert the fingers and pull on it to see how much strength it requires to tear it. Then insert the leather in boiling water for a period of five minutes and after it is dried try to tear it in the same way again. If the leather is not rotten after it is dried, it will be rot proof.

Every once in so often we hear of the finding of some ancient object in a state of most excellent preservation—a bird, an arrowhead, a coin, a jewel, a garment, a piece of china—but when such objects are discovered no one claims it is proof that the modern articles of the same variety are indestructible, but on the other hand, the incident is accepted as a rare exception, as a freak of nature, not as a rule.

I remember many years ago when they began to dig up the dead buried in the trenches at Gettysburg and transfer them to the national cemetery, that I was present at Gettysburg and although the bodies had only been in the ground a few years, the leather gun slings, belts, and cross straps were all rotten and worthless.

I have a guaranteed "best belt leather case," for my large Von Hofe fishing reel, which I bought in 1920, now in a condition of rot. I have one of the best long distance telescopes I ever saw, which I bought second-hand some ten years back, but I had to have it recovered because the leather was rotten. I recently had to have it recovered again and on the very day I write this article it is again being sent to be recovered. All because of rot.

Ask any seller of leather furniture how long he will guarantee the leather against rot.

And so I could continue without end.

"But, Carpenter, I have a leather belt which has lasted 30 years," some reader will say; another will tell you about a pair of sports' shoes he has had 20 years, etc.

All of which is only too true, because leather rot is like unto metal rust, something which seems to happen and not happen for reasons which are inexplainable because we do not know all of the details.

How is it that metal products will go for several years without showing the slightest signs of rust, and then without known cause there will occur an epidemic of rust? How is it that frequently a dock will show some

piles in perfect condition and others rotted through?

Leather belting in use does not rot as rapidly as that which is idle for the same reason that a steel rail over which there is liberal traffic, does not rust as rapidly as one over which there is little or no travel. The friction of use acts as a constant wiping or drying process.

Leather like unto metal, may be protected from oxidation by nonoxidizable greases. But here comes the rub. Metal depends on no foreign factor for its durability, while leather has little or no strength or firmness until it is stuffed with grease. If, however, nonoxidizable greases are used for stuffing leather, the leather is not satisfactory in quality.

Tallow, one of the most oxidizable of all greases, is the foundation of all vegetable leather stuffing. Tallow in itself oxidizes and when it does it liberates free fatty acid, which aids in the rotting of the leather with which it is stuffed. Moisture facilitates the oxidation of tallow, as does heat. No one would use tallow to prevent metal from oxidizing, for tallow would oxidize in itself. Metal, when properly protected, is protected with an anhydrous, nonoxidizable grease, in which is incorporated an inhibitor,

the inhibitor being a chemical which has greater affinity for liberated oxygen than the metal and, therefore, neutralizes all moisture which may be in the pores of the metal or under the grease.

But vegetable leather cannot be curried with such grease. Therefore, vegetable leather rots if the conditions which create rot present themselves.

I am inclined to believe, however, that mineral tanned leather, properly tanned, will not rot. I am not so certain. But I have never seen a piece of mineral tanned leather which I was certain had rotted. I have seen some miserable, weak, punky mineral tanned leather too, but I have always thought that the disintegration of the leather was due to faulty tanning. That it had been burned in the lime; was not properly neutralized; or had been abused in the beam house in some way. I have seen poor mineral tanned leather, because I have produced it myself. That is the fate of all tanners, whether they be vegetable or mineral tanners. Stock will come out bad at times, because folks will make errors. But I have never seen a piece of VIM Leather which passed inspection, which I believed had rotted.

Theoretically, VIM Leather should never rot.

Rot is due to oxidation. Metal is oxidized to prevent further oxidation. Oxidation is merely slow burning. If we want to prevent fence rail posts from rotting when we put them in the ground, we char the part which goes into the ground.

Take chips of wood and leave them unprotected and they will rot and crumble into dust. Take granulated charcoal and it will keep indefinitely, because charcoal does not oxidize. We have carried thousands of tons of charcoal in stock for indefinite periods and it has never been known to change.

Vegetable leather is handicapped by the fact that there are absorbed in its pores the fine particles of bark pigment, which are merely wood bark, pulverized. We all know that bark rots more quickly than the solid wood beneath the bark. Therefore, there is in all vegetable tanned leather an insoluble pigment which is most readily rotted. We all know that rot once started, is infectious and my theory is that the rot mostly starts in the bark pigment, which is never completely removed from vegetable tanned leather.

The tan color of vegetable leather is not the natural color of the leather, but the color imparted to the leather by the absorption, by the leather, of the bark pigment. That the bark pigment is injurious to the leather is proven by the fact that leather manufacturers go to much expense to try to scour it out, and in reality the quality of the leather is in direct proportion to the smallness of its bark pigment content.

Now with VIM Leather it is all different. We do not tan with a bark liquor containing a pigment, but with mineral acids which are entirely soluble in water and after the acids have set the fibre, they are removed 100%, so that there is nothing whatsoever in VIM Leather as it is tanned but 100% leather fibre. The finishing or drying process oxidizes the VIM Leather, so that it is an oxidized product, the same as galvanized iron or oxidized silver is an oxidized product, and as such it ought not to be influenced further by oxygen. You will please notice that I make this statement of the leather before it is subjected to any stuffing or lubrication.

It is possible to make vegetable tanned leather waterproof by what is generally termed the "waterproofing process," which consists of soaking the leather in greases, which repel the water, just as the old folks

used to grease their boots with ham fat to make them waterproof. VIM Leather is not waterproof in that sense. Of course, VIM Leather, like unto all fabrics, hide or woven, is porous. So long as those pores are open water will penetrate. Water penetrates the pores of a rubber sponge. But what I mean to say is, VIM Leather is naturally nonoxidizable without the aid of oil, grease or other outside agents. If we use oil or grease on VIM Leather it is to prevent the water from entering the pores of the leather and not to prevent oxidation by rot.

The man who claims that vegetable tanned leather will not rot is either a bigot, an ignoramus, a fool or a knave. He may take his choice so far as I am concerned.

So that's that.

AT least that is as far as I care to go on that subject in this Talk, although there is much more to it. For instance, the tendency of a tanned hide to rot depends largely on the care of the hide after it is taken off until the time it is tanned.

Continued on page XIV

HOUGHTON'S

REG. U.S. PAT. OFF.

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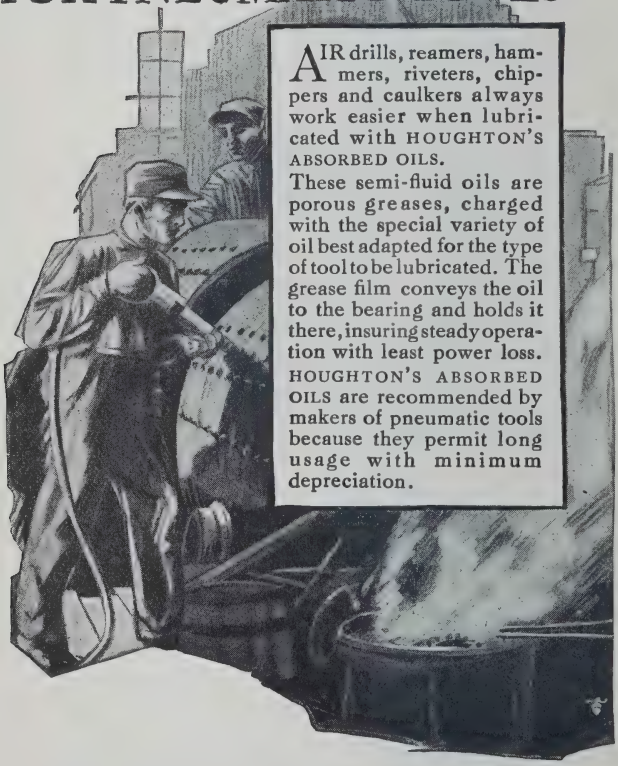

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The HOUGHTON LINE

REG. U. S. PAT. OFF.

JULY, 1924

VOLUME XXXI NUMBER VI

Line Logic

A debt may be canceled, but still someone must pay it.

Beware of him who has no better argument than THE UPPER CASE.

One of The LINE readers writes asking from what source we obtain our ideas? Thanks for acknowledging that they are ideas.

We would not object to the fanatical reformer so much if he did not make the World believe that all the rest of us were fanatics.

When we stop to think that there are those who seriously believe that it is possible to capitalize Germany's promise to pay, is it any wonder that they can get away with almost any old kind of a stock swindle?

What else can you expect? Wasn't Coolidge sworn in by the light of an oil lamp?

As cars increase, it is only a question of time when pedestrians will become extinct.

Public opinion would be stronger were it not for the most part privately expressed.

It is not an opportunity to earn so much as an opportunity to get what they earn that interests the people.

The Italian who committed suicide in New York because he could not understand the English language has our sympathies; we have felt suicidally inclined for the same reason more than once.

Just so soon as every citizen of the United States who indorsed prohibition as a matter of public sentiment, observes it as a matter of personal principle, the Volstead law will be effective, but the joke of it all is, by that time there will be no necessity of a Volstead law.

What we need for the welfare of the country is a better understanding. The bankers always did know all about manufacturing; now the farmers claim to know all about banking and the bankers insist that they know all about farming also; if we manufacturers could be convinced that we knew just a little something about anything, perhaps we might get ahead a bit.

Law Enforcement

WE are a funny bunch, we human beings; that is, we appear to be if we have the nerve to stop and analyze ourselves.

We believe in so many things, for the other fellow.

We believe in law and, of course, we believe in law enforcement. But when the law applies to ourselves and the law enforcement affects our own convenience, we may not weaken in our actual beliefs, but we are not quite so enthusiastic.

Of course, there should be traffic regulations, but we are indignant when we are inconvenienced by being summoned before a magistrate and fined for our own violations of the traffic laws.

So long as the Volstead law is a law, of course, it should be enforced, but we object to having our automobile searched, and if any officer dares to question us about the bulkiness of our hip pocket, we claim that it is interference with our personal liberty.

Surely there should be laws regulating smoke, but if our stack happens to smoke a little and we are reported and fined, we feel that the community is ungrateful for the benign blessings which our industry bestows on it, with our large pay roll each week.

Of course, gambling should be repressed, but we resent our private game of poker or bridge

being interfered with and again on the grounds of personal liberty.

Of course, the government must levy taxes, but we object to the government taking such a large slice of our own particular income.

I have been a close student of politics for many years and quite active in politics up until some ten years back. I never took much stock in law enforcement as a political platform. Meaning that if I had a candidate whom I desired to elect, I would never feature law enforcement in the platform, unless it so happened that some one very popular law was being generally violated.

It has been my observation that folks generally don't like law.

Respectable folks seem to think that all decent people should settle their differences without resorting to law, whereas our government is framed so that all decent people may settle their differences by the machinery of law created by the government.

There are some differences of opinion which really true, red blooded men do not think ought to be settled by law. There seems to be something inherent in our souls higher than the law. There seem to be some offenses which we believe intuitively we have a divine right to settle ourselves.

For instance, not so very long ago, a man called me a liar to my face, under extremely aggravating circumstances. Now all men are

liars and I am informed that it is not slanderous for one man to call another a liar. Just what redress at law a fellow has when another man calls him a liar, I don't know. In fact, I don't care much, for just so long as I have the strength and energy, I am going to punch the chap right on the nose who insists on calling me a liar. I may get "beat up" in return; I may lower my dignity considerably; I may violate the law, but I am going to punch, just the same. And do you know, I have a sort of a suspicion that the fact I will punch is generally known, and because it is known there are not so many who want to take the chance, as might otherwise.

If we owe a man money which we do not pay; if we have a difference with another fellow, we may discuss it with but little passion on either side, until one of the parties to the dispute says, "I will refer this to my attorney." Then the other fellow proceeds to get "hot under the collar."

Why?

A lawyer is supposed to settle legal disputes according to the law. Surely that is law enforcement. Why should anyone object? But we do.

As a rule we don't like lawyers' offices, courts or anything associated with law enforcement.

And take it from me, law enforcement will never be a popular slogan, while on the other hand personal liberty appeals to every one and is the opposite of law enforcement.

I contend that in any country where personal liberty is popular, law enforcement must be unpopular with the masses.

Take the great Commonwealth of Pennsylvania, as an example.

Only a couple of years back Gifford Pinchot was nominated for Governor upon a platform which was 100% law enforcement. The nomination on the Republican ticket in Pennsylvania being the equivalent of an election, there was no particular excitement at the election period.

Mr. Pinchot's success was not an independent success; it was not an uprising of the peoples, which many outside of the State suppose. There was a factional fight in the Party, due to the death of Senator Penrose, and a bid for leadership, and the faction backing Pinchot won out.

Mr. Pinchot began to enforce the laws immediately upon assuming office. But the violations of just one law, which Mr. Pinchot made the error of believing was a very popular law, were so numerous that they gave him very little time to pay any attention to any of the violations of the other laws. In fact, after making the most miserable failure trying to make good his preelection pledges to enforce the Volstead law, he passed the buck to Coolidge, and thereby threw a monkey wrench into the national machinery.

Then there came the primaries for delegates to the National Republican Convention. Governor Pinchot was a candidate. As Governor

of the Keystone Republican State he enjoyed much prestige; by all the rules of the game it was his right to be a delegate; those who were opposed to him on many of his policies, particularly those who were "moist," if not outright "wet" in their inclinations, insisted that it would be most unfortunate to turn down the Governor as a delegate-at-large. Sagacious political leaders, seeing that the tide was turning against the Governor, sent out orders that the Governor should be supported and elected at all hazards, but it was of no avail.

There seemed to be a spontaneous uprising against Pinchot which no political leadership could stem. The political leaders had to either repudiate Pinchot at the eleventh hour, or face certain defeat in their support of him. So they deserted him. He was defeated by some quarter of a million majority plus, but the vote was but a very small indication of the revolt against the Governor. Had a really formidable campaign under the leadership of the party generals been conducted against him, he would have suffered a defeat perhaps unparalleled in political history.

Immediately upon the defeat of Governor Pinchot, every faction began to assume credit. The "wets" declared it as their victory; those who opposed Pinchot in the primaries declared it as their victory and the "small fry" politicians claimed it as their victory in revolt of the political bosses.

It should be remembered that the man who defeated the Governor was one who was scarcely

known outside of the environment of his own small circle of finance, in a suburb of Philadelphia.

There was no question of personal magnetism; no previous public record on the part of Mr. Pinchot's opponent.

The people did not vote for Mr. Strassburger, but against Mr. Pinchot.

It was not a "wet" vote against a "dry" vote; it was not a factional vote, although, of course, every faction played its part in taking advantage of political conditions. It was a vote against law enforcement as preached.

Such extravagant claims are made by candidates for office nowadays that folks vote for them believing that the successful candidate will relieve them of all of their troubles, and they do not welcome additional difficulties such as are added by law enforcement.

Folks expect their candidates to remove all taxes; to make an exception to them in the enforcement of laws, and to favor them because of their vote.

For years we seemed to be suffering from indifferent citizenship—men who never voted. Now we seem to be suffering from a personally interested citizenship, from a class of voters who want something personal in return for their vote. Men who would hold the negro up to scorn who accepted a dollar for his vote, with a free conscience, now vote for a candidate because the candidate is or is not in favor of a soldier's bonus,

the voter himself being influenced for or against the bonus, by his idea of its effect on his own pocketbook.

We are against the saloon and we do not see how light wines and beers can be possible without the return of the saloon, but we do not want our private stocks interfered with, and we want to replenish them from time to time, and we insist that so long as it is perfectly legal for the tailor to put a hip pocket in our trousers, we should not be interfered with in our choice of what shall fill that hip pocket.

And so we have a "government of the people, for the people and by the people," who do not seem to know overnight what they want or why they want it.

All of which goes to prove that the peoples of the Earth should be handled in the smallest possible subdivisions, rather than the largest; that the advocacy of a World's republic, a World's corporation, a universal religion, a World's control, is all wrong.

What we want is to have the people of each community (making the size of the community as small as practical) work out at least their own moral laws and meet with the others in the form of a confederacy.

We should stop trying to be a nation, which we were never intended to be, but be a confederacy of states, which the Constitution originally provided for.

When all men like the same type of woman; and all women prefer the same type of man; when all human beings prefer the same color; when human tastes in art are universally the same; when we are all of the same spiritual beliefs; when our beliefs of the past as well as of the future, are the same; when we all like the same amusements; when we all are of the same mind regarding what constitutes greatness, then and not until then, should there be a World government.

The first step to greatness is to be honest.

—*Johnson.*

Goodness thinks no ill where no ill seems.

—*Milton.*

Whatever enlarges hope will also exalt courage.

—*Johnson.*

Those who complain most are most to be complained of.

—*Matthew Henry.*

It is the nature of the human disposition to hate him whom you have injured.

—*Tacitus.*

True happiness (if understood)
Consists alone in doing good.

—*Thomson.*

Government is a trust, and the officers of government are trustees; and both the trust and trustees are created for the benefit of the people.

—*Henry Clay.*

Sincerity No Proof of Right

YOU have heard about the tough guy who could lick his weight in wild cats—well, listen to this.

So far back as I can remember I was a husky guy. That is, I was heavier, less sensitive to pain, and less timid than most of the others with whom I associated.

When the Moody and Sankey revival meetings struck Philadelphia, I was somewhere around 13 years of age.

Attendance at one or two of the meetings was sufficient to convince me that we boys should have our own revival.

My folks being ultrareligious, readily consented to me commandeering a large old-fashioned sitting room for the purpose of our religious meetings.

The meetings were well attended and from then on the family always was confident that I would make my mark in the World, but I am not so certain that the family ever knew the secret of the large attendance.

As I remember it, I was confident that I could lick any fellow in our crowd, with one exception; that was one Asal Begary, one whale of a kid for his age. Asal's folks were rather free thinkers and Asal did not take very kindly to the religious meetings. Like myself, he was an outdoor animal and in the absence of the home

enthusiasm, felt that it was a waste of good baseball time to gather for an hour after school for prayer meeting.

But Asal liked me and I liked Asal and by side-stepping the actual leadership I induced Asal to join with me and then the two of us forthwith determined to "beat up" each and every chap who refused to attend afternoon prayer meeting. Hence the large attendance.

General John P. Wood, who has done such praiseworthy work for the manufacturers of America in general and the textile industries of Pennsylvania in particular, was one of the boy evangelists of the occasion.

As I look back on this episode of my youth, I am certain that I was sincere, but I can scarcely bring myself to believe that I was right.

I had a couple of cousins who were younger than I and rather delicate. Their mother was dead and they were going to summer at Mount Ephrata, Pennsylvania, and I was invited to go along, partly because they wanted me and partly because I was supposed to be husky enough to act as a protector.

We had only been on the mountain a week, when we were going through the woods and heard what I supposed was the cry of an ordinary pussy cat.

We located his felineship at the top of a tree, and in a jiffy I started to climb the tree. I had scarcely gotten up among the branches when a man came along who knew something

HOUGHTON'S

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for

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CHECK THE PRODUCTS YOU ARE INTERESTED IN AND SEND FOR INFORMATION

(*See last page of this eight-page insert*)

A. A. Mineralized Stearine—A Curriers' or Stuffing Grease.
Absorbed Oils—For general lubrication.
Acid—See Rust Preventives for acid.
Adhesive Belt Dressing—For oak and canvas belting.
African Slush—Black in color, quick drying; a temporary or permanent coating: used extensively for steel mill rolls.
Air Compressor Oils—For lubrication of air chambers of air compressors.
Air Drill Oils—Absorbed Oil F-9.
Air Tool Oils—For lubrication of pneumatic tools.
Alizarine Assistant—For softening textiles.
Ammonia Oils—For ice and refrigerating machinery. Zero cold test.
Armor Plate Carburizer—For carburizing armor plate.
Automobile Greases—For general lubrication.

Ball Bearing Grease—For slushing and lubricating ball bearings.
Belt Dressing—See Adhesive Belt Dressing, Kensington Antiseptic VIM Leather Belt Lubricant.
Boiler Medicine—A boiler compound.
Brake Drum Compound—For drawing brake drums.
Brass Mold Oil—For lubrication of brass molds.
Brick Mold Oil—For lubrication of brick molds.
Bright Softening Oil—For use in sizing in manufacture of denims.

Carburizers—See Fine Mesh Carburizer; Hydro-Carbonated Bone-Black; Liquid Heat; Pearlite; Quick-Light; Surface Hardening Powder.
C. L. Oil—A high-grade animal oil for tanners' use.
Coach Oil—For lubrication of axles of coaches.
Cod Oil Equivalent—See Nutricod.
Commercial Truck Oil—For motor lubrication.
Compound for Waterproofing Leather
Concentrate, Soluble Lard Oil—For the making of a wool oil.
Copper Drawing Compound—See Tubol.
Cordage Lubricant—Used in place of tallow for lubrication of cordage.
Cordage Oils—Stock lubricant for twine, rope, cordage, etc.
Core Oil—See Newseed Oil.
Cosmic Counter-Corrodent—For prevention of rust upon bright metal surfaces.
Cosmoline (*Unguentum Petrolei*)—A medicinal petroleum ointment.
Cosmoline Oil "A"—For prevention of rust upon bright metal surfaces.
Cosmolubric Engine & Machinery Oils—For general lubrication.
Crankcase Oil—For use in crankcase of Westinghouse and similar engines.
"C" Softener—For softening textiles.
Curriers' Grease—See Degras, Tacony; Mineralized Stearine; Mineralized Tallow; Sulphonated Stearine.
Cutting Compound—See Seco Cutting Paste; Metal Cutting and Drawing Paste.
Cutting Oil—See Emulsifier; "G" Soluble; Houghtolard; Heavy Service Houghtolard; Misceo; Non-Evaporating Soluble Base; Refrigerant Base; Solcut.
Cyanide Equivalent—See High-Speed Steel Salts; Surface Hardening Powder.
Cylinder Oils—See VIM Cylinder Oils.
Cyl-Tal—A concentrated steam cylinder lubricant.

Degras—See Moellon; Emulsified Moellon.
Degras, Tacony—Wool grease.
Degumming Oil, Silk.
Die-Lubric—For lubricating molds used in making porcelain.
Drawing Compound, Copper—See Tubol.
Drawing Compound—See Stainless Drawing Compound.
Drawing Oil—See Tempering Oil.
Draw-Temp Salts—For drawing at high and low temperatures.
Dynamo Oils—For dynamos and high-speed machinery.

Elevator Plunger Grease.
Emulsifier—A concentrated base for making soluble cutting oils
Enameling Conveyor Oil.
Engine Oils—See Cosmolubric.
Escalator Grease—For lubrication of escalators.

Fat Liquor Oils—See Glyco Neats; Sulphonated Glyco Neats; Nutricod; Sulphonated Nutricod; Victory Neats.
Fat Liquor Soap—For making fat liquor for tanners' use.
Fileine—For use by file manufacturers for preventing rust.
Fine Mesh Carburizer—For casehardening purposes.
Floor Oil—For oiling wooden floors.
Full-Scour—For fulling and scouring woolen goods.

Gas Engine Oils—Different varieties, using natural gas, coal gas, producers' gas, etc.
Gear Oil—For automobile gears.
Generator Oil, Electric—See Dynamo Oils.
Glyco Neats—For fat-liquoring and oiling-off leather.
Graphite Grease.
Grease—See Automobile Grease, Ball Bearing Grease; Curriers' Grease; Escalator Grease; Elevator Plunger Grease; Polishing Grease; Twister Grease.
Grinding Compound—For all grinding purposes.
"G" Roll Grease—For lubrication of rolls in place of suet and tallow.
"G" Soluble Oil—Soluble oil for making water mixtures used for cutting purposes.

Hardening Compound—See Carburizers.
Hardening Oils—See Quenching Oils.
Hardening Powder—See Surface Hardening Powder.
Heavy Service Houghtolard—A general metal cutting oil.
High-Speed Bath Spindle Oil—For lubrication of rabbeth spindles or spindles of the bath or reservoir type.
High-Speed Steel Salts—For heat-treating high-speed steel.
Houghtal—For use in sizing cotton goods in place of tallow.
Houghtolard—A general metal cutting oil.
Houghton's Emulsified Moellon—For heavy glove leathers.
Houghton's "H" Oil—For recoil cylinders.
Houghton's Moellon—For all uses where moellon degras is used
Houghton's Odorless Disinfectant.
Houghton's Oil Filters.
Hydraulic Compound—For the four-wheel hydraulic brakes.
Hydraulic Oil—For hydraulic use.
Hydro-Carbonated Bone-Black—For carburizing; particularly desirable for ball and roller bearings.
Hydrolubric—For lubrication of water of hydraulic systems.

Kensington Antiseptic Belt Dressing—A paste form dressing for leather belt.

Kensington Kid Oil—For use as a finishing oil in the manufacture of glazed kid.
Kensington Slushing Oil—A rust preventive.
Kensington Spindle Oil—For lubrication of cotton mill spindles.
Kier Boiling Oil No. 1—For Kier boiling all cotton goods.

Lard Oil Concentrate, Soluble—For the making of a wool oil.
Lard Oil for Cutting—See Houghtolard.
Lard Oil for Wool—See Soluble Lard Oil Concentrate.
Leather Oil—See C.L. Oil; Glyco Neats; Sulphonated Glyco Neats; Kensington Kid Oil; Nutricod; Sol-Cod, A. B. C.
Linseed Oil Equivalent—See Newseed Oil; Synthetic Linseed Oil.
Liquid Base—For refrigerating machinery.
Liquid Cosmic—A rust preventive.
Liquid Heat—Salts for heat-treating purposes.
Loom Oils—For lubrication of textile looms.
Lorry Oils—For motor lubrication.
Lustre Oils—For use in giving lustre to pile fabrics.

Machinery Oil—See Absorbed Oils; Cosmolubric Oils.
Marine Engine Oils—For lubrication of marine engines.
Metal Cutting and Drawing Paste—For drawing and genera metal cutting.
Metal Forming Compound—For brass.
Mine Car Grease—See Absorbed Oils.
Mineralized Stearine—A Curriers' or Stuffing Grease.
Mineralized Tallow—A Curriers' or Stuffing Grease.
Misceo—Soluble cutting oil for making water mixtures used for cutting purposes.
Motor Oils—For automobile use.

Neatsfoot Oil Equivalent—See Glyco Neats; Victory Neats.
Neutral Oil—A mineral oil from Pennsylvania crude.
Newseed Oil—For foundry core making.
Non-Evaporating Soluble Base—For producing water mixtures for metal cutting.

Odorless Disinfectant.
Oil Filters—For reclaiming used lubricating oils.
Olive Cream Softener—For all textile purposes.
Olive Oil Emulsion—A stock lubricant for worsted stock.
Olive Oil for Batching Wool—See Olive Oil Emulsion.

Pearlite Carburizer, No. 1—For casehardening.
Pearlite Carburizer, No. 50—For casehardening.
Petrolatum (Petroleum Jelly).
Polishing Grease—For use in polishing metal in place of tallow, suet, etc.
Polishing Oil—For use with an emery wheel or belt for polishing steels.
Quenching Oil—See Soluble Quenching Oil.
Quick-Light "A" Carburizer—For casehardening.
Quick-Light "C" Carburizer—For casehardening.

Refrigerant Base—A concentrated base for making cutting oil.
Rope Dressing—For lubrication of rope drives.
Rub Roll Oils—For lubrication of rub aprons in woolen mills.
Rust Preventives—To withstand the action of sulphuric acid, salt, ammonia or hydrochloric acid.
Rust Preventive—See African Slush; Cosmic; Cosmoline "A"; Kensington Slushing Oil; Rust Veto; Sheet Steel Slush; Slushing Oils; Steel Gloss.

Rust Veto—A slushing grease that protects against moisture in the air and moisture on the surface to which it is applied.

Salts, High-Speed Steel—For heat treating high-speed steel.
Seco Cutting Paste—For drawing and general metal cutting.
Shearing Oil—For lubrication of shearing machines and knives.
Sheet Steel Slush, No. 11—A permanent, transparent slush for bright metal surfaces, quick drying.
Signal Oils—For watchmen's lanterns.
Silk Conditioning and Processing Oil—For soaking silk.
Silk Degumming Oil.
Silk Throwsters' Oil—For soaking silk.
Slushing Oil, No. 75, Dark—A rust preventive.
Slushing Oil, No. 75, Light—A rust preventive.
Softener for Logwood—For softening textile products.
Softener—See Bright Softening Oil; "C" Softener; Houghtal; Olive Cream Softener; Soluble Tallow; Soluble Textile Oil; Sulfol;
Sol-Cod, A, B, C—For all purposes where Sulphonated Cod Oils are used.
Solcut—Soluble oil for making water mixtures used for cutting purposes.
Soluble Lard Oil Concentrate—For the making of a wool oil.
Soluble Quenching Oil—For hardening metals.
Soluble Tallow—For use in sizing cotton goods in place of tallow.
Soluble Textile Oil—Used as a leveler in dyeing woolen goods.
Soluble Wool Oil—Stock lubricant for wool.
Stainless Drawing Compound—For drawing brass, iron and steel.
Stainless Oils—For lubrication of machinery where stainless oils are required.
Stearine for Leather—See Mineralized Stearine; Sulphonated Stearine.
Steel Gloss—A transparent slush for bright metal surfaces; quick drying.
Steel Salts, High-Speed—For heat treating high-speed steel.
Sulfol—Used for all purposes where Sulphonated Castor Oil is used.
Sulphonated Glyco Neats—Soluble; for tanners' use.
Sulphonated Nutricod—For fat liquoring purposes, and as a driver for tanners' use.
Sulphonated Stearine—Soluble; for tanners' use, and as a driver for oils and greases.
Surface Hardening Powder—For surface hardening in place of cyanide.
Synthetic Linseed Oil—For use in place of linseed oil as a film oil.

Tallow for Leather—See Mineralized Tallow.
Tallow for Sizing—See Houghtal; Soluble Tallow; Tallow Concentrate; Warp Conditioner.
Tempering Oil—For drawing purposes.
Tempering Oil, No. 80—A high fire test drawing oil for steel.
Transformer Oils—For transformer uses.
Transmission Case Oil—For automobile transmission.
Tube Drawing Compound—See Tubol.
Tubol—For drawing copper and cold drawn steel seamless tubes.
Turbine Engine Oil.
Turkey Red Oil—See Sulfol.
Twister Grease—For lubrication of twister rings in textile mills.

Veto, Rust—See Rust Veto.
Victory Neats, 20 C. T.—A high-grade pure oil of 20 cold test, for all purposes where neatsfoot oils are used.

VIM Belt Dressing—For mineral tanned belting.
VIM Cylinder Oils—For steam cylinder lubrication.

W-3—For the textile industry.
Warp Conditioner—For sizing cotton goods, in place of tallow.
Weavers' Compound—For use in sizing in textile mills.
White Slushing Oil—For prevention of rust upon bright metal surfaces.
Wool Oil—See Olive Oil Emulsion; Soluble Lard Oil Concentrate; Soluble Wool Oil.
Wool Oil, Soluble Lard Oil Concentrate—For the making of a wool oil.
Worm Gear Oil—For lubrication of worm gears.

MECHANICAL LEATHER PRODUCTS

Air Brake Cups, Gaskets, Packings, Vim.
Air Hoist Packings, Vim.
Aprons, Gill Box, Worsted Comb, Vim.
Apron Leather, Gill Box, Worsted Comb, Vim.
Automobile Fan Belts, Vim.
Automobile Leathers, Vim.

Ball Cock Cups, Vim.
Bellows Leather, Vim.
Bellies and Belly Splits, Vim.
Belting, Vim.
Belting, Vim-Oak.
Belts, Cone, Fan, Motorcycle, Vim "V" Vim.
Bibb Washers, Vim.
Butts, Close Trimmed, Vim.

Check Valves, Vim.
Cement, Pulley Covering, Vim Waterproof Belt.
Clutch Leather, Vim.
Cottonseed Oil Press Packings, Vim.
Covering, Roller, Vim.
Cups, Air Brake, Ball Cock, Deep Well, Oil Valve, Pneumatic, Pump, Vim.
Cut Lace, Vim.

Dashpot Leathers, Vim.
Deep Well Cups, Vim.
Deep Well Packings, Vim.
Diaphragms, Vim.
Diaphragm Leathers, Vim.
Discs, Vim.
Dobby Straps, Vim.
Draper Loom Straps, Vim.

Fan Belts, Vim.
Flange Packings, Vim.
Friction Leather, Vim.

Gaskets, Vim.
Gasoline Pump Packings, Vim.

Hand Leathers, Vim.
Houghton's Cone Belt for Cotton Mills, Vim.
Hydrant Valve Leathers, Vim.
Hydraulic Leather Discs, Vim.
Hydraulic Leather, Vim: Close Trimmed Butts.
Hydraulic Leather Washers, Vim.

Hydraulic Packings, Vim.

Lace Leather Backs, Vim.
Lace Leather Sides, Vim.
Leather, Mechanical, Vim.
Leather, Vim Belt.
Leather, Rigging, Vim.
Linseed Oil Press Packings, Vim.
Loom Straps, Vim.
Lug Straps, Vim.
Lug Straps, Folded, Vim.
Lug Straps, Rocker, Vim.

Mechanical Leathers, Vim.
Metal Tip Cut Lacing, Vim.
Morgan Rod Mill Drive Belts, Vim.
Motorcycle Belts, Vim.

Oil Well Valve Cups, Vim.
Oil Well Packings, Vim.

Packings, Air Brake, Vim.
Packings, Flange, Vim.
Packings, Hydraulic, Vim.
Packings, Oil, Cottonseed Oil and Linseed Oil Presses, Vim.
Packings, Pneumatic, Vim.
Picker Leather, Vim.
Picker Leather Straps, Vim.
Pneumatic Cups, Vim.
Pneumatic Leather, Vim.
Pneumatic Packings, Vim.
Printing Press Packings, Vim.
Pulley Covering Cement.
Pump Cups, Vim.
Pump Valves, Vim.

Rail Joint Insulating Leathers, Vim.
Rigging Leather, Vim.
Roller Covering, Vim.
Round Cord Belting, Vim.

Scrap, Vim.
Slab Leather, Vim.
Strapping, Vim Loom.
Straps, Vim.

Textile Leathers, Vim.
Tire Leather, Vim.

Union Washers, Vim.
Universal Joint Leathers, Vim.
"U" Packings, Vim Hydraulic.

Valves, Check, Vim.
Valve Cups, Oil Well, Vim.
Valves, Pump, Vim.
"V" Belts, Vim.
"V" Tight Vim Belts.

Washers, Bibb, Union, Vim.
Waterproof Belt Cement, Vim.
Wheel Press Packings, Vim.

DID you check the Houghton Products on which you desire further information?

Then, tear out the pages and attach them to this sheet.

Sign and mail as suggested below and we will be glad to send you full information.

E. F. HOUGHTON & CO.
P. O. Box 6913, Philadelphia, Pa.

Please send us information on the Houghton Products checked on attached pages.

We manufacture

_____

_____

_____

Firm name _____

Address _____

City and State _____

Send information to Mr. _____

_____

about cats and in great alarm bid me to come down, as the kitty was a wild cat. But I had not the slightest notion of beating a retreat before anything that looked like an overgrown tabby, and I went right on up.

As I reached for Thomas, Thomas led with all fours and as a result I received about the best clawing a kid ever had the misfortune to endure.

I was sincere in my confidence in my ability to master the cat, but somehow when I look down at two of the scars which are yet plainly visible, I am half inclined to believe that I was not altogether right.

When I was 18, I found myself dead broke in Evanston, Illinois. I answered an advertisement in a morning paper, calling for a young man with a good loud voice, capable of making a speech in the open air. I had a voice like a bull and the open air was tonic and life to me. The advertiser was one of those patent medicine venders, who traveled with six white horses and an enormous gilded wagon.

He was not of the Indian medicine man or wild west variety, though he did wear a sombrero and long hair. He was a very sincere and honest man and believed that the formula for his one and only medicine, which was supposed to cure everything from bunions to consumption, was a divine inspiration. He not only attended church regularly himself, but he compelled all his employees to attend, and I became the orator, who drew the crowd, after I was aged up a bit with a wig and sombrero.

I saw that man sell 61 bottles of the same medicine to as many different people, each probably with a different ailment.

I only lasted four days, but he paid me for a full week, and I readily consented to take half my pay in his medicine, so thoroughly was I convinced of its merits.

As I look back, I have never doubted this medicine man's sincerity, but somehow, do you know, I would not take a dose of his medicine today, no matter what ailed me.

In other words, it makes no difference how much the advertiser of a quack remedy believes in the virtues of his medicine, the injury to society is just the same.

When I was 19, I found myself in a Texas town. One night as I was about to retire, there was a loud ringing of the town hall bell.

I saw every one heading for the public square and I fell in with the crowd. There I found serious looking men, giving directions to various groups of other men, all mounted on horses, and as each group received its orders and its leader was appointed, it rode off. I afterward learned that it was the vigilance committee and that the occasion of them being called together was that someone's horse had been stolen.

It was also explained that a membership in the vigilance committee was a high honor and required special qualifications, including a residence of several years in the community.

The next day I asked if they had caught the horse thief, and was given to understand that no one ever asked that question. If the stolen horse were returned and the committee all back safely, no one was expected to interest himself in the horse thief.

These men were all sincere and honest and at the time I thought their system had our eastern methods of arrest, hearing before a magistrate, grand jury indictment, trial, and the accompanying delays, "beat to a frazzle" as Teddy used to say. Now, while I do not doubt their sincerity, I can scarcely say I think they were right. And yet the sole object of that vigilance committee was to enforce the laws.

I remember, after I was married, I moved to a suburb of Philadelphia. This quiet little town never had a saloon in it. There were two fashionable hotels, patronized as summer resorts, which had licenses to sell liquor, but there was no barroom element in the town.

When, therefore, a certain chap made an application for a license for a saloon, there was a howl from all quarters.

A meeting was held and a committee organized, of which I was appointed a member.

We had the whole town with us, including the two licensed hotel keepers, and a large town meeting was arranged for.

The Methodist minister, a good honest old soul, was one of the speakers. Among the many diplomatic utterances which he gave forth was the following, "If I thought I had an ounce of

rum seller's blood in my veins, I would take a knife and open them, even though I bled to death."

The hotel keepers left the meeting in protest and took the majority with them and the saloon became a fact.

There is no doubt about the dominie's sincerity, for I knew him well and there was not one iota of anything in his make-up but honesty, but I did not think he was right then and I don't think he was right now.

I never heard the sincerity of the Puritans questioned, or do I remember ever hearing anyone say that they were right.

I admit, that so far as I know, all blue law advocates are sincere, but I think they are so far from right, that they are doing the real cause of religion more harm than all of the emissaries of the Devil combined.

I concede that the advocates of prohibition are sincere, but surely someone or something is accountable for the present condition of things.

If prohibition and prohibitionists are not the cause of the present increase in crime, bootlegging, poisonous liquors, and surreptitious drunkenness, who and what is?

It is true that the saloon has largely been done away with and it is self-evident that prohibition and prohibitionists were responsible for that, but is it exactly fair to credit prohibition and prohibitionists with lessening the saloon, without debiting them with what has arisen in the place of the saloon?

In their enthusiasm to enforce the prohibition laws, it may be all very well for the élite of our citizenship to form a law enforcement league and no one doubts their sincerity of purpose, but I am certain that as years roll by these present members of such law enforcement leagues will look back with the same thoughts that I now look back upon the Texas vigilance committee.

Lynching is the one great curse of the United States. Everywhere we are held up to ridicule abroad because of these lynchings. Every law enforcement league or other body, which voluntarily usurps the governmental functions of enforcing the laws, encourages all other law enforcement organizations and stimulates lynchings.

A law enforcement league is an illegal body, elected by no one and responsible to no one and is a disgrace to any community in which it exists. The personnel of its membership may be of the highest type. The sincerity of purpose may be beyond question. But the character of the citizens who compose a mob, or the sincerity of those citizens to avenge a crime, is no excuse for the lynching.

The law provides that duly elected or appointed representatives of the government shall enforce the laws and if these representatives fail, a remedy is provided by law, and if the laws fail, then there is a legal remedy for making laws which will meet the conditions. But an entirely

unauthorized volunteer body of citizens pledged to see that the law is enforced, according to its own ideas, is necessarily a queer sort of an influence to have exercised upon legal proceedings, and has no place in the obtaining of real justice.

It is bad enough, when the citizens arise in a body and demand the appointment of such a body as a law enforcement league, but when such a league just appoints itself, it seems to intimate a lack of the proper understanding of things as they should be.

The existence of self-appointed, unrequested law enforcement leagues is an insult to the duly authorized law enforcement officers of the communities in which they exist and defeats the very purposes for which they are formed. They are never efficient; seldom accomplish anything worth while and encourage law violations, because their very existence causes the would-be violators to believe that the regularly constituted authorities are not competent to enforce the laws.

War will never cease until man's ambitions cease.

To accept a favor means to pay a high price for a gift.

Most folks don't know the difference between good luck and opportunity.

If we could only have a religion which would teach that life is more serious than death.

Off the President's Bat

"CURIO," of Hartford, Conn., writes asking if I am a "Radio Fan," and insists that I am not near editing a regular publication because I never have anything in it pertaining to the Radio.

If such information is interesting I want to inform my readers that I am not a "Radio Fan." What I don't know about a Radio would fill all future editions of The LINE, for all time to come and then have left over sufficient copy for all of the imitations of The LINE, for a similar period.

Of course, "we" have a Radio. I say "we" because it is "ours" when the blamed thing works, and "mine" when it does not.

It is what is commonly known as a "Tea Wagon Set," although the chassis is precisely the same, so far as I can see, as the old-time cocktail wagon, which in the year 1 B.P. was so prevalent at certain fashionable hotels. But, of course, that is not the reason that I bought this sort of set. I prefer to forget my troubles.

After several years of hearing much about, and nothing over, the Radio, there came a "boring from within" in our household for one of them things. As I am professionally accused of being a lubricating engineer, as I mastered the automobile over 25 years back (that is as much as those dasted things may be mastered); as I have been applying myself to transmission

engineering more or less of late; as I fill numerous speaking engagements; have The LINE to write, as well as some quarter of a million of words per month in addition, and have a few duties as President of a business of modest proportions, I just thought that perhaps it would be as well if I did not try to master the science of the Radio. Because in spite of my acquired knowledge of the auto, I am charged with having bought more lemons than any other living man.

Again, I "listened in," on conversation, in the Pullman smoker; at the office; at the club, etc., and did ask some advice and I found that in the purchase of a Radio, like unto a patent suit, you can have any sort of advice you desire, and the only difference is that one is worse than the other.

So I walked boldly into what is reputed to be one of the most reliable stores in Philadelphia, and I said, "I don't know a dog-dasted thing about a Radio. Furthermore, I don't want to know. If you have one that I can operate, without knowing anything about it and it will work sometimes, name your price and deliver it."

So the next day, the "Tea Wagon Set" became a part of my goods and chattels. And from that time on, I have learned for the first time each day, the price of cabbages; about little Lizzie Jones aged six; have had my head knocked off with jazz; heard sermons every Sunday evening and had other troubles.

I was told that I could get from 1000 to 3000 miles, but I only had as far as Pittsburgh once

and then I was told the price of beets, a detestable weed, of which I never could bear the sight.

The experts (these experts are everywhere) tell me that the reason I cannot get out of town noise, is because I live within a quarter of a mile of all of the central city broadcasting stations. But I was not told that until after I bought the instrument. If "instrument" is the proper name.

But I am glad we got a "Tea Wagon Set." If you don't want it in your room, you can push the thing into some other fellow's room. And believe me, that is some advantage.

The principal broadcasting stations in our city are the department stores. I take it that they consider it good advertising. But, while I may not know anything about Radios, I do think that I know something about advertising. And one of the important things to learn about advertising is not to offend your prospects.

Upon very few occasions when I have been a party to the act, while "we" have been trying to get an out-of-town station and the local stations have spoiled it all, "we" have not felt kindly toward these department stores. And that is putting it mildly.

I sometimes wonder if the local broadcasting stations, who are "hogging" it for advertising purposes, ever stop to think that perhaps they are creating adverse rather than favorable opinion for those who are paying the bills.

But, of course, as I said in the beginning, I know nothing, minus, about Radiophony.

Willie Wiseman

WILLIE always liked dogs. Not that Willie likes fleas and the other inconveniences of having ill-bred dogs about the house, but dogs are dogs and they seem to have an individuality which, well, let us say the fish (of which the Old Man is so fond) do not seem to possess.

Willie has observed that dogs are like folks. Each breed seems to have its peculiarities.

When Willie was a lad and knocked about a bit, it was always some wee little chap who was supersensitive about his size, and who thought that every one else believed he was a coward because of his miniature build, who started the trouble.

In every fight between a big and little chap, take it from Willie, it is dollars to doughnuts that the little chap started the fuss.

And so it is with little dogs. Take the Pomeranian, as an illustration—supposed to be one of the most intelligent beasts having a leg on each corner. With his hair clipped close he is only as big as a rat and yet Willie never saw one that did not bristle up and try to bark like a twelve-inch naval gun, when a big dog came around.

Willie will be dog-dasted if he can see where this is evidence of intelligence.

It has been Willie's observation that it is a foolish waste of time to have a regular mailing list to which to mail engraved invitations for trouble to come meet you.

Willie owned one of these Pomeranian pups once. That is, Willie paid about 50 cents for the dog and about $74.50 for his pedigree, a lot of cheap quality, ribbons, and a few cups that went with him. But said Pom, whose pedigree name was "Nig," on account of his color, proceeded to be pompously ungrateful for this favor, for he made up with every other member of the family excepting Willie. He merely barked savagely at Willie every time Willie came in his neighborhood. Perhaps he took Willie for a big dog, for he likewise barked at all big dogs.

The bravery of some of these little men is largely bluff. I once had a little fellow for a pal. He went on the principle that he was so small that no one would hit him. But one day this chum was in a crowd which one single Irishman started to do up, and while the Irish republic was not victorious, before the battle was over, said chum had a couple of strikingly beautiful black eyes. He told Willie after his eyes had gotten back to normalcy that he had lost all faith in both the positive and negative properties of his diminutiveness.

"Nig" knew his breed and great importance in dogdom and perhaps other show dogs would have appreciated his royal blood. But then there is the proletariat in dogdom just the same as there is in Russia-dumb. So one day "Nig" was foolish enough to invite trouble with a dog that had been born and bred in the backwoods and knew nothing at all excepting how to point and fetch and carry game. "Nig's" invitation was accepted. There was one sharp snort.

"Nig" went out into the middle of the street. The pointer walked on, much like a Russian anarchist after assassinating a member of the Royal family and Willie was out 75 plunks, minus, of course, the value of the experience.

Had "Nig" kept his mouth shut and permitted the pointer to go on his way, "Nig" might be alive today and have the privilege of yapping at dogs his own size.

And as it is with dogs and people, so it is with business concerns. Many a little business fellow gets swatted by his bigger rival, for no other reason than that the little fellow, being supersensitive about his littleness, thinks it is smart and courageous to invite trouble. And Willie has observed that the little fellow usually gets it. If he survives with a yap left in him, he usually rushes to his Congressman and demands the passage of some law which will permit the little fellow to insult, slander, rob, irritate and malign the big fellow and prevent the big fellow from retaliating in any way.

Of course, when "Nig" was assassinated, a lot of folks gathered around and expressed much sympathy for the poor little dog and much condemnation of the big brute that killed him. But in spite of the self-interest which Willie had in "Nig," his sporting spirit could not deny that "Nig" had received his just deserts.

So there are a lot of little business dogs who receive a lot of undeserved sympathy when they become assassinated by the bigger business dogs.

It Costs Money to Wear Out a Belt

T IS not the pull that wears a belt, but the slip. Belts wear because they burn by slipping.

When a belt slips you lose.

Belt
+ Power
+ Production
+ Labor
} = *Cost of Slip*

VIM Leather Belts slip least. If you will try just one VIM, you will know why.

E. F. HOUGHTON & CO.

V7-22

HEART TO HEART TALK

Continued from page XI

But the object of these Talks is to make a sale, or at least help.

It costs a lot of money to get The LINE out and we want to at least break even.

You, of course, realize that when you buy *The Saturday Evening Post* for 5 cents, there is more than 5 cents worth of paper in the publication. The publishers get their profit by selling advertising space. That's us.

We have many products which would interest you. Every one of them tried and tested, the same as VIM Leather Belting.

But we would like to obtain your confidence on some one product, the superiority of which is so self-evident that it will make you a booster for all Houghton Products.

So that's that.

THIS is certainly a great privilege, which I enjoy, of having the opportunity to address an interested audience every month, through the medium of The LINE, but it is also a great responsibility. A responsibility which I feel keenly.

Our folks, meaning our Board of Directors and Sales Force, consider this privilege worth at least a million dollars. That is to say, we value the good will of The LINE at that amount.

Good will is not considered a very stable asset by bankers, because it is so easily destroyed. For instance, were I to abuse this privilege by making false statements, the interest of my readers would be destroyed and the value of The LINE would be gone overnight.

Therefore, I am far more careful as to my statements in these Talks, than I am with the editorials, for these Talks are basically what I know, while the editorials are my opinions, or what I believe, or think.

The president of one of the most enterprising vegetable leather belting concerns met me the other day and said:

"Mr. Carpenter, you are doing great work with The LINE and every honest belting manufacturer, leather or fabric, should appreciate the good you are doing for the belting trade generally. All any decent belting manufacturer should ask is the truth and a square deal, and you are certainly giving us that. Do you know how it came to pass that I started my own

company after serving 26 years as a sales agent for my old concern?

"It was this way: I had built up a good business and was perfectly satisfied, until the quality of the leather belting I was selling began to deteriorate. I was experienced enough to know that it was because the factory was shipping 'belly stock' to my customers. When it became so bad I could stand it no longer, I obtained an audience with the president of our company and made the direct charge that my customers were receiving 'belly stock,' although it bore the brand of the best quality and sold for the highest price.

"The president took me to the shop superintendent, over the head of his manager and asked me to repeat my charges. The superintendent, who was an honest and courageous man, admitted the truth of my charges and said frankly that my customers were receiving 'belly belting,' for which my customers paid 20% off the list, which was branded the best brand, while precisely the same belting was sold at 50% off the list to western customers under another brand. The president then confronted the manager with me and he also acknowledged the truth of my charges with the statement, 'The bellies have to be moved and each distributor must take his share of them,'

merely denying that all of the belt which I received contained belly stock. So I concluded that, inasmuch as my trade constituted the confidence which the buyer had in me personally, and was in a measure my own personal good will, I had better start in for myself, and I did."

For the information of the reader I might explain that the belly portion of the hide is unfit for belting and makes a belting, which although made of leather, is far inferior to the better grades of fabricated belting.

Therefore, whensoever anyone asserts that leather belting is better than fabricated belting, he makes a statement which cannot be proven, for belly leather belting is inferior to fabricated belting.

Don't jump to the conclusion that the manufacture of belting from bellies is an exceptional practice. I have much evidence to prove to the contrary.

Also I have evidence to prove that it is common practice for manufacturers of belting and belting leather to buy rough sole leather bends and finish them to look like good belting leather. Leather belting made from such leather is very inferior.

There is at least one concern which makes a practice of buying up country hides (a

very inferior article), tanning them and finishing them so that the eye cannot distinguish between the belting leather made from such hides and that made from the best Chicago packer hides.

These are a few of the many well-known and generally admitted evils of the leather belting business, and if The Leather Belting Exchange is really sincere in its claims that it is applying itself to the education of the belting user, I am certain that it will be the unanimous opinion of every honest leather belting manufacturer and every belting user, intelligent on these details of leather belting evils, that The Exchange may serve the belting user best by applying itself to showing the belting user ways and means by which he may protect himself against paying the price of high grade, center belting and receiving inferior belly, shoulder, sole and country hide belting.

If there be any officer or member of The Exchange who would like to debate this subject with me before any interested audience, he has but to make his desires known and satisfactory arrangements will be made.

So long as The Leather Belting Exchange confines its efforts to toting its belt slip machine around the country, giving exhibitions

which mean nothing, and is absolutely silent on the subject of leather belting adulteration, it deserves to be suspected of not being sincere in its claims to be endeavoring to benefit the leather belting using public.

After I had finished an address to the Southern New England Textile Club, in Providence, R. I., some months back, the son of the proprietor of one of America's leading technical publications said to me:

"Mr. Carpenter, I do hope that you will keep up your crusade against inferior leather belting. It is a work which we publishers who depend upon outside advertisers, cannot take up, because of the fact that we are dependent for our existence upon the advertiser. We could obtain no suitable return for such an exposure as you are making."

I assured the gentleman that I had never yet stopped anything I had ever started until it had been finished, and that I would either make the leather belting business respectable, or go out of it. And after a year of applied effort I am not the least discouraged, for our own sales of leather belting for 1923 were 61% greater than 1922. But if they had been 61% less, the campaign

for righteousness would have been continued just the same.

The LINE is not a mere advertising medium. It is a publication with a purpose and that purpose is to improve the morals, decency and righteousness, not only of the body politic, but of business in general and the business in which our Company is engaged in particular.

As I have enough data and copy written ahead on this subject of leather belting evils to continue The LINE long after the grass on my grave is green, there is not the slightest probability that I shall weaken in my duty as I see it.

Furthermore, the task of reforming the leather belting business is an easy one to some which I have accomplished by relentless publicity.

I am informed that the representatives of the larger leather belting manufacturers are going the rounds with the statement, "Carpenter is right, but he refers to the little fellows."

I wish to correct any such impression as these representatives may have created.

I admit that there are some small concerns who specialize on making leather

belting out of anything and everything that will get by as leather and imposing on the public, whom they tempt with low prices and a long story. But the greatest offenders are the larger concerns.

I don't want to be misunderstood in this crusade. I am not posing on a high moral plane. I detest the man who claims to be, "More Godly than thou." I am trying in my own way, right or wrong, in the most common sense manner, to eliminate from a business in which I am engaged, evil practices and thus raise the standard of the business and I hope incidentally to raise the respect of the public for those engaged in the leather belting business.

The other day a chap applied to us for a position. He had formerly represented one of the most extensive manufacturers of leather belting in the country, who advertised widely a certain brand of alleged waterproof belting. He interviewed the General Sales Manager, of course, but the General Sales Manager thought it best to bring him up to my office. The story told by this applicant was neither unusual nor unique.

He said that he had solicited a contract for a considerable quantity of the specially advertised brand of leather belting, and was finally offered the business at a price

decidedly lower than that which he was authorized by his Company to take. He submitted the offer to his Company and they replied, "we will accept the offer as submitted, but in view of the exceptionally low price at which this business is taken, we cannot bill the belting on our regular brand, or so stamp it. We will create a special brand, but, of course, the actual quality will be that which you have sold."

He showed us the letter, over the signature of an official of his former employer, containing the above quoted statement.

I could not help wondering what sort of business morals the writer of that letter possessed, for the letter was a confession that he proposed to rob his regular customers to whom the regular price was charged. In other words, advantage was being taken of confidence.

I have not the slightest hesitancy in saying that the reason so many prominent leather belting concerns are at the present time either in financial difficulties, or desperately trying to avoid such difficulties, is because they have ruined their businesses by abusing their good will.

Here is a good sporty proposition. Let the legal constituted body, for the pre-

vention of unfair business practices—The Federal Trade Commission—arrange to investigate every prominent leather belting manufacturer in the United States. Go over the books; interrogate the employees and ascertain the practices and methods employed by each, in the manufacture and sale of leather belting. And let each leather belting manufacturer volunteer to agree to allow the Commission to publish a result of its findings. It might be even better if every one agreed to abide by the decision of the Commission. E. F. Houghton & Co. are ready to accept such an investigation without notice, and I challenge The Leather Belting Exchange to adopt this suggestion.

Please do not misunderstand me. I am making no charges against anyone. However, we all know that there are all sorts of rumors regarding unfair business practices in the leather belting business and much suspicion because thereof. So I offer the only method by which all of those who are worthy may obtain a governmental clean bill of health. So what are you going to do about it, Mr. Leather Belting Manufacturer?

CHAS. E. CARPENTER,

President.

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JUL 28 1924

The HOUGHTON LINE

REG. U. S. PAT. OFF.

VOLUME XXXII
NUMBER ONE
AUGUST, 1924

Coolidge and the Bonus

A MODERN LINE OF THOUGHT

The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/- per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisements are facts.

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F. I. HOUGHTON & COMPANY

P. O. Box 6913

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

"IF VIM Leather is as good as represented, why is it that more concerns do not make it?"

That question is frequently asked of our representatives and constitutes the principal feature in a letter from a reader which has inspired this topic.

It is a perfectly natural question and entirely fair, and I will try to answer it, because it is the policy of our Company to take our patrons completely into our confidence.

The VIM Leather business is one which is fraught with many difficulties and if we were not now in it ourselves and knew what we now know, it would be about the last business into which we would enter.

As pioneers in the VIM Leather business we entered it ignorant of what was ahead of us and kept on overcoming one difficulty after another hoping as each was overcome it would be the last, until success crowned our efforts, but not until we had lost a very

substantial sum of money and spent years in patient research.

The most discouraging thing about the manufacture of VIM Leather to the average leather manufacturer is that it is impossible to cover up errors in raw materials or manufacture.

In the vegetable (oak) tanned leather business it is thoroughly possible to make a good appearing piece of leather out of a bad hide. This is impossible with VIM Leather, because with the vegetable leather there are the stuffing and general currying processes which fill grubs and ticks; the artificial grains which cover up grain defects: the plumping which overcomes thinness, and the leveling which overcomes butcher cuts.

In other words, I venture the deliberate assertion that many of the manufacturers of vegetable mechanical leathers are applying themselves to the art of making a good looking piece of leather out of a poor hide, rather than making the best vegetable leather.

Even where the vegetable belting manufacturer is honorable enough to put only the best leather in first quality belting, he

usually has second, third and even fourth quality belting in which to work off the inferior leather.

There is a grade of vegetable leather belting, generally known in the trade as "export belting," into which almost anything that looks like leather is put. Then there is harvester or agricultural belting, which is perhaps but little better. Vegetable shoulders all go into belting of inferior grades and every piece of scrap or offal from a vegetable leather belt factory has a standard classification and a market price, certain sizes and certain shapes being sold for heelings, etc. There is always a buyer for such offal at the market price.

But with VIM Leather it is all different. There is no market whatsoever for the offal, excepting that which we create for it ourselves by making articles therefrom. Consequently we have no offal excepting the waste caused by cutting and the actual quality of that waste is as good as the best.

With VIM Leather there is no such a thing as working the poor hides up into good looking leather, for it cannot be done; VIM Leather being just 100% leather fiber, with practically no filling, other than a slight lubrication, excepting, of course,

where the pores are filled for waterproofing purposes. It is impractical to make a VIM Belt out of either shoulder or belly stock and, therefore, both the shoulders and bellies are removed from our hides by our own representatives in Paris and these shoulders and bellies are sold in France, where they are tanned into vegetable leather.

It is, of course, true that even by our method of selecting the hides on the hoof, through the services of our own representative in Paris, we obtain a variation in plumpness. But by the VIM process one can never tell what the hides are going to be in the way of plumpness until they come out of the tan liquor and then they are sorted.

The bulk of them, of course, go into belting; some few are too heavy for belting and they go into friction leather, worsted roller covering and other uses, where an unusually thick leather is required; while those that are too light for VIM Single Leather Belting go into VIM Doubles; those that are too light for VIM Doubles go into VIM-Oak Leather Belting and those that are too light for belting of any sort

go into aprons, and other articles where thinness is not objectionable.

These thinner hides are not necessarily inferior, because thickness is not necessarily evidence of leather strength. As a matter of fact the thickest test pieces of VIM Belting Leather never average the greatest tensile strength. A thin hide may be thin because its fibers are finer and closer in contact than those of a thicker hide and, therefore, may be stronger than the thicker hide.

This is, of course, where the thinness is due to the natural thinness of the hide itself, but where the thinness is due to splitting the hide, then the strength of the hide is materially deteriorated and the leather becomes inferior because of it having been split. A split piece of leather usually possesses about 25% of its proportion of the strength of the leather before it is split. That is to say, if a VIM Belt hide showed an average of 6000 lbs. tensile strength to the sq. in. and it was split exactly in half, each half would show approximately 1500 lbs., or about half of what the layman would expect.

This is because the fibers of leather do not run in two directions as is the case with

a fabricated material, but they are bunched and spun, knitted, woven and twisted in all conceivable directions, so that when the fiber is once cut, it so shortens the rest of that fiber, that the damage cannot be traced. This is true of all leather, but it is more true of VIM, because the VIM fibers are so much longer.

Attention is called to the fact that U. S. Bureau of Standards Specification No. 37, officially approved by The Leather Belting Exchange, specifies 3000 lbs. to the sq. in., as sufficient tensile strength for first quality vegetable leather belting. There is no getting away from this, although some of the members are trying to dodge the responsibility. The Exchange collaborated in the formulation of these specifications and boasts about it in print and Specification No. 37 was officially approved.

The specifications for VIM Leather Belt, so far as specifications enter into that belt, are that all leather which will not test 5000 lbs. to the sq. in., are refused for VIM Belting.

Incidentally, after mature deliberation and careful thought, I charge that the man who states 3000 lbs. to the sq. in. is sufficient

tensile strength for first quality vegetable (oak) tanned leather belting, does not know what he is talking about and you may pass this charge along to any member of The Leather Belting Exchange or government official you choose and I am prepared to back the statement by the literature of the very members of The Leather Belting Exchange.

Philadelphia is one of the largest leather manufacturing centers in the World. "Philadelphia made leather belt" has always meant quality. The home offices of The Leather Belting Exchange are located in Philadelphia and yet there is not a single leather belting manufacturer, whose shops are located in Philadelphia, who is a member of The Exchange.

That speaks volumes.

But to return to the question as to why others do not follow us in the VIM Leather business.

VIM Leather is neither new nor experimental. The first VIM Leather Belt was made in 1896 and was a success, but we have only been able to develop the VIM Leather business in proportion to our ability to develop a market for our shoulders,

bellies, extra heavy butts, extra light butts and offal.

The leather belting manufacturer who thinks that all he has to do is to learn how we tan VIM Belt Leather and then buy some hides and go to it, in order to be able to compete with us, kids himself even more than he kids his customers, for it cannot be done and the best evidence that it cannot be done is the fact that although it has been tried by the most extensive leather belting manufacturers in the World, backed by almost unlimited capital, every attempt has failed and after over 30 years' existence, during which period the VIM Leather Shops have grown from insignificance to the premier quality, mechanical leather shops of America, we have not one single competitor worthy of the name. It would be utterly impossible for any competitor to follow us overnight. It would take two years to establish the proper hide sources alone, if it could be done in that time.

Please do not misunderstand me to claim that this has been an advantage—this having no competitor—for it has placed upon ourselves the entire expense of educating the mechanical leather users as to

the advantages of VIM Leather Products, against the almost solid opposition of the vegetable (oak) leather belting manufacturers, which has made for the maximum lines of resistance, a resistance which I doubt we would have been able to overcome had we not already had the confidence of so many belting buyers through our connections with them in other lines.

If we had had one or two high grade belting manufacturers interested in developing mineral tanned leather belting along competitive lines, sharing the expense of educating the belting user, our success would have been achieved much sooner, but about the only competition which we have had thus far has been with that miserable, unreliable chrome tanned stuff, some of it made from native hides and artificially plumped and you kill a mineral tanned leather whether it be chrome or VIM, the very moment you attempt to artificially plump it the way vegetable tanned leather is plumped.

I have never used these Talks to ask many favors, but there is just one that I would ask of my readers and that is that under no circumstances they permit themselves to be induced to believe that chrome

leather belting and VIM Leather Belting are the same, because they are both of approximately the same color.

The one charge which my opponents make against me, which is the most difficult for me to prove to be false is, "VIM Leather Belting is just chrome tanned leather belting under another name," because as strange as it may seem there is some foundation to their charge. I can readily see how even one intelligent as to leather and leather tannage might believe it.

There are three methods or processes of tanning belting leather.

1. Vegetable, also called oak, but seldom what it is called.

2. Combination. Starts nowhere and gets nowhere and means nothing. One might as well say he drank a cocktail and expect to imply the sort of liquor of which he partook. My own experience with combination tans has been that they are usually attempts to remedy the defects of one tannage by partially using another.

3. Mineral, which includes both VIM and chrome.

But inasmuch as there are many kinds of vegetable tannage, vegetable leather belting manufacturers usually claim that their particular tannage is different and better than all others. Vegetable tanned leather means merely that the leather has been tanned by the action of tannic acid.

Likewise there are as many varieties of combination tannage as there are pickles in Pittsburgh. Each tanner claims his to be the best.

Likewise mineral tannage means that the leather has been tanned by mineral salts and the difference in quality among the various mineral tannages of heavy leather is even more marked than among the different vegetable tannages, because the tanning defects are not so easily hidden in mineral tannage.

Therefore, just as the best old-fashioned, slow oak process, as well as the inferior quick extract process, are both vegetable tannage, so are VIM and chrome both mineral tannage, but just as the oak is many times superior to the extract, so is VIM many time superior to chrome.

Then again, VIM is a trade-mark which is applied to the finished leather product,

Continued on page XIV

A Better Lubricant for Steam Engine Cylinders

THE only cylinder lubricant of value is that which adheres to the lubricated parts. That which blows out the exhaust without lubricating is mere waste.

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OHH-20

The HOUGHTON LINE

REG. U. S. PAT. OFF.

AUGUST, 1924

VOLUME XXXII NUMBER 1

Line Logic

It must be awful to feel like 30 marks.

We all know that curiosity killed the cat, but we don't know what the cat wanted to know.

That we should ever have lived to have seen the sea dry!

If Ford keeps on reducing the price of his car, Woolworth will be the general distributor.

Are we the posterity for which our forefathers prayed?

If Europe survives the fanatic efforts to save her, she may yet be saved.

A celebrated actor after being in an automobile accident, was able to appear the next evening in four parts.

There is a vast difference between pip and pep.

The exact value of a living wage depends largely on whether you are getting it or giving it.

Europe might solve its existing problems if it were not so busy making new ones.

It requires no law to prevent a man from becoming drunk on Sundaes.

No, Deviled Ham is not the original ham with the evil spirit in it.

One of the best evidences that the Kaiser is not a man of peace is the fact that he married again.

Adam's difficulty in naming the animals was not in it with the difficulty which the Pullman Company has in naming its cars.

Votes for women may have made it easier for women to obtain a seat in our legislative bodies, but has it made it easier for them to obtain a seat in our street cars?

We bought a new car the other day and the first fellow who rode with us was our Congressman. What puzzled him was how the Government ever overlooked the surplus cash with which the car was purchased and we now look for an investigation of the Internal Revenue Office of Philadelphia.

Coolidge and the Bonus

I AM one of the many who believed that the soldiers should have a bonus. I realized that a bonus would increase the taxes; that I personally would have to contribute a substantial amount to the bonus; that it would postpone the recovery of business to normalcy, and I realized every other objection that President Coolidge presented. BUT, war does all these things and it kills a lot of men in the bargain.

But who ever heard of patriotic people refusing to wage a just war because it would raise the taxes or injure business?

I was for the bonus because I believe that the redemption of party pledges and the preservation of the integrity of the country are of more consequence than low taxes or good business. No one denies that both parties pledged themselves to a bonus at the last presidential election and I am one of those fellows (a little old-fashioned perhaps), who believe in keeping their pledges at any cost.

With this declaration of principles squarely presented, there can be no doubt that I differ from President Coolidge in my views, which, of course, does not prove that I am right. My views are honest and carefully thought out.

But I have other views, just as positive, and one of those views is that the man who votes against President Coolidge because he vetoed the Bonus Bill, is not a good American citizen.

President Coolidge's veto message was a wonderfully, frank expression of an honest opinion. His act was honesty personified. The President might have made his peace with those who are opposed to him because of his opposition to the Bonus Bill. But President Coolidge refused to buy votes with a bonus in which he did not believe.

President Coolidge is not inexperienced in politics; his present is not the first public office he has held and he has come up from the ranks in politics. He knows the political significance of going against public opinion and of having his veto overridden. He knows that it perhaps throws a slight doubt on him succeeding himself, but he refused to prostitute the highest office in the land, by signing a bill in which he did not believe.

The soldier who votes against Coolidge because of his act in vetoing the Bonus Bill, places himself on a level with the man who would sell his vote. In legislative bodies no man has a legal right to vote on any bill in which he has a personal interest.

If there be a concerted action on the part of the Legion to defeat President Coolidge, then the Legion will deserve the contempt of the public, which it will undoubtedly receive, and it will prove that the patriotism of the Legion is not above the $.

There can be no objections to those who hold public offices holding honest differences of opinion from those held by either you or me, but if the American voters are going to vote against every man who injures their pocketbooks, then

the taxpayers in general, who outnumber the members of the Legion ten to one, would be justified in voting against every member of Congress who supported the Bonus Bill, for no one will deny that the bonus is merely an act of Congress whereby the whole people are taxed for the benefit of the soldiers.

The thing to do about the Bonus Bill is to forget it. We now have what we want and no one is injured. We should remember that the one man of all others who stands between the American people and that bunch of Congressional trash is Calvin Coolidge, and for God's sake, don't let the American people crucify another Savior.

Be merry if you are wise.

—*Martial.*

We would respectfully suggest that the Reformers inaugurate a "Crimeless Day."

The man who can invent a profitable use for old safety razor blades has a fortune coming to him.

A college professor is one who will read The LINE from cover to cover and then write us pointing out the single grammatical error.

Lubricating oil is like food; its efficiency depends not only on the quality but on the manner in which it is fed.

The Open Shop

I KNOW of no one who denies a man the right to barter for his labor, excepting the Bolshevist.

The Bolshevist claims that the State should fix the price of a man's labor, and that the State should be the only employer. Therefore, Bolshevism removes all competition for a man's labor.

If a man has the right to bargain for his labor individually, I can see no sound argument why he should not do so collectively.

Farmers bargain for the results of their labor—their crops—collectively, why not the laboring man?

But I claim that the laboring man and the farmer have no greater rights than any other class of society—the manufacturer, the mine owner, the railroad owner—as illustrations.

But it is a natural law that whensoever human beings come into possession of too great a power, they abuse it by imposing upon those who do not possess that power, to their own selfish advantage.

The law has prohibited, under the Sherman Act, most collective bargaining on the part of capital, and in my opinion, to a limited degree, rightfully so. I would say wholly rightfully so were it not for the fact that the government refuses to define what constitutes an unreasonable restraint of trade.

The wages which an employer can afford to pay his labor are undoubtedly in direct proportion to the profits upon his production.

Ruinous competition among employers means ruinous wages to the laborer.

It is illegal (and what is illegal should be immoral), for a number of oil manufacturers to agree to sell their oils at a common price.

It is immoral for a number of builders to agree to sell their buildings at a common price, even though it may not be illegal, which I believe it is.

But I am treating of the moral rather than the legal thought.

Why then is it not immoral, and why should it not be illegal, for a substantial majority of the builders of any community to agree, with the trades-unions, to pay to the members of those unions, a common price for their labor, which common price for their labor constitutes a major cost in their buildings, and then pass that price along to the public?

If I pay to the employee of any one of my customers a certain sum to influence that employee to aid me in the sale of my commodities and add the amount which I pay said employee to my selling price, I am forthwith summoned by the Federal Trade Commission to answer a complaint and if found guilty I am ordered to "cease and desist" the unfair practice, and if I fail to obey the order of the Commission, I am liable for heavy penalties.

I cannot see the difference in principle and, therefore, in morals, between me paying a customer's employee a fee and charging that fee to my customer in my selling price, and having builders pay trades-unions' fees and adding

them to the selling prices of their buildings, which in turn are charged to their customers.

One is certainly as immoral as the other.

Both actions give to the employee an unfair compensation, which is passed on to the public. That is what all laws in restraint of trade aim to prevent.

The closed shop is immoral, because it aims to force the employer into an immoral and what ought to be an illegal agreement with labor, to pass along an unfair cost of commodity to the public.

We have had much protest and comment upon the rapidly growing disrespect for law. But folks fail to comprehend that law to be respected must be fair and just. You cannot enforce respect for an unjust or unreasonable law, no matter whether that law be written into the Constitution or is merely a municipal ordinance.

Respect of the law rests first, last and all the time on respectable laws.

Any law which permits the labor leaders to combine in restraint of trade and prohibit all others from doing likewise, can never command the respect of the people.

The closed shop is a combination in restraint of trade. Nobody denies this fact. Not even the labor leaders. But they excuse it by the argument that labor is weak and should have privileges which the stronger should not have. In other words, labor demands for itself a privilege which it denies to all other classes.

I not only admit, but I advocate that justness to labor should be one of our country's

most serious obligations. The laborer spends his money; he puts it in circulation. He does not hoard it because he has too many necessities which appeal to him more than the possession of a surplus of wealth. The nation never prospers until there is plenty of money in circulation among its working people. Every business man is interested in having the maximum of money in the hands of the laboring people. No employer of labor with the proper commercial vision, would oppose any condition which would bring about an increase in the purchasing power of the whole people.

But the closed shop not only does not bring about any such result, but it actually prevents it. It tends to place in the possession of a limited number—an infinitesimal proportion of the whole—an excess purchasing power, which is taken from the great majority of laboring people by force, and this is certain to make for hard times.

The building trades-unions, by virtue of their power to demand an abnormal wage, are robbing all other classes of labor; compelling the home buyer and the rent payer to pay tribute to the force of their organization, and the builders are largely responsible, for they are a party to the conspiracy.

If it be essential that the government should regulate the cost of transportation (which I claim it is not), why is it not far more important that the government should regulate the cost of remaining inert?

More folks are interested in permanency than in transiency.

Regulation of rents and costs of homes are as essential as regulation of railway fares.

It must be self-evident to every thinking person that if every individual who sold his labor and services would become a member of a union and enforce the principles of the closed shop, meaning that no other person should be permitted to earn a living unless he were a member of the union, there would not be the slightest benefit in becoming a member of a union. Because all would be on an equal basis and the office boy, clerk, bookkeeper, groceryman, school teacher, doctor, dentist, lawyer, and all would obtain an exorbitant wage, by virtue of their power of organization and this would mean that the purchasing power of the dollar would be merely that much less. I estimate that potatoes at $5 each would be about the prevailing price under such conditions.

But suppose we return to first principles.

If it be conceded, as I do concede, that a laborer has a right to do collectively what he has a right to do individually, then he has no right to do collectively that which he has no right to do individually. If an individual is unreasonable in his demands and it is right to oppose unreasonable demands, it is equally right to oppose collective demands which are unreasonable. If it be wrong for an individual to assault those who do not agree with his labor views, it is wrong for a group to do so.

Immorality does not cease to be immorality because of the numbers engaged in that immorality.

The basic objection to combinations in restraint of trade lies in the fact that numbers

are thus enabled to do what the individual is not able to do. There are many things permitted by the individual which are not legal when done by more than one. Conspiracy constitutes the act of two or more.

The closed shop when stripped of all of its fine feathers is merely a conspiracy masquerading under the guise of collective bargaining.

If it be illegal and, therefore, immoral, for a group of railway men to dictate the rate of freight upon commodities from Philadelphia to New York, it is equally immoral for a group of teamsters to dictate the rate of hauling upon those same commodities.

Power by organized minorities is immoral and should be made illegal.

Immoralities permitted by law tend to undermine the moral stamina of the whole people and breed disrespect for law.

The man who prefers to barter for his labor individually, but who is compelled to barter collectively because the law sustains the unions and their policy of a closed shop, cannot be expected to have much respect for such an unjust law.

The power of the closed shop unions is basically political.

The politician, anxious to perpetuate himself in office, caters to the vote of the organized minority.

There will come a reaction, and with all reactions there is always considerable injustice.

The economists who are studying this question, will do well to have in mind, that the

welfare of the employers as a class is of little consequence to the community, excepting as that welfare affects the whole people. Likewise the welfare of the closed chop advocates is of little consequence excepting as that welfare affects the whole people.

The taking advantage of force or opportunity to force one man to pay an unjust tribute to another man is either immoral, or else similar actions on the part of the bandit are moral.

The entire foundation of the closed shop movement would be shattered if the public were given to understand that the employer is merely an incident—the clearing house by which the unjust demands of the closed shop advocates are passed on to the public.

This has been demonstrated in the coal industry, because the increased price of coal affects the pocketbook of every one. Likewise do the unjust demands of the building trades-unions affect the pocketbook of every one but the hobo.

Inasmuch as no part of the whole can permanently prosper if the whole itself fails, it is unfortunate that the labor leaders cannot see that in the end even the closed shop union members are not benefited by their policy. Or perhaps they do see it, but are willing to sacrifice the permanent prosperity of all, in order to hold on to their temporary power.

This would not be exceptional, for history is prolific with accounts of monarchs who have sacrificed the whole people, as well as their immediate supporters, in order to prolong their own power.

VIM Leather Belt

pulls most—

VIM Pulls Most

WE have put a speed indicator on a drive equipped with VIM Leather Belt and taken the reading of both pulleys under full load during the same minute.

We divided the diameter of the driver by that of the driven and multiplied by the number of revolutions per minute of the *driver* as shown by the reading.

"*The Belt that Puts*

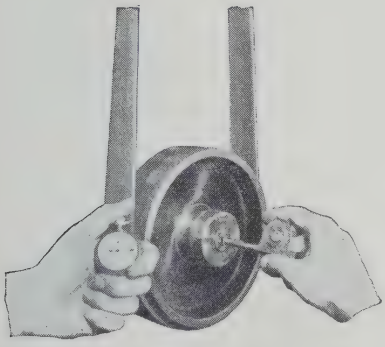
The result was *within* 2 *per cent.* of the actual revolutions per minute of the *driven* pulley shown by the indicator.

This test proved conclusively that VIM Leather Belt transmits *practically all* of the power from the driver to the driven pulley.

VIM pulls more than any other belt because it is made to *pull* and

*(*Copyright*)

Prove it Yourself



e Pull in the Pulley" *

not to *slip*. It has a tough pliable surface that grips the pulley tightly and will not burn or wear smooth.

A VIM Belt delivers 20 per cent. more power than oak belt of the same width.

After VIM is set to the load, it need not be taken up so often to maintain its tension and prevent slip.

VIM PULLS MOST

VIM is elastic, it elongates under sudden tension and contracts to normal length as soon as the tension is relieved. This means long life without expensive shut-downs to take up or repair the belt.

VIM Leather Belting will show a decided saving in your plant. It must give satisfactory service or you needn't keep it.

Send for booklet "The Belt that Puts the Pull in the Pulley," and investigate our claims for VIM Leather Belt, or better still, order a trial belt for one of your normal drives and let VIM speak for itself.

E. F. HOUGHTON & CO.

See inside back cover for nearest Distributor.

Education?

A VERY learned chap wrote me the other day: "You believe that the World must be saved by education, so do I. Shake!"

So I asked my Secretary to look over back numbers of The LINE to see how he got that way.

If I ever said I believed that the World must be saved by education, I certainly made a bad break, for I am not at all certain as to the beneficent blessings to be obtained from education.

To be frank with you, I had to pull down my "Century" to learn just what is meant by education.

The "Century" defines education:

"A breeding, bringing up, rearing. 1. The imparting or acquisition of knowledge; mental and moral training; cultivation of the mind, feelings and manners. Education in a broad sense, with reference to man, comprehends all that disciplines and enlightens the understanding, corrects the temper, cultivates the taste and forms the manners and habits; in a narrow sense, it is the special course of training pursued as by parents or teachers to secure any one or all of these ends."

Then there follows definitions showing that there are all kinds of education, physical, æsthetic, moral, technical, professional, higher, etc.

It is presumed, although the dictionary does not say so, that the breeding, bringing up, rearing and training are to be of the proper sort, but

who is to be the judge of what is and what is not proper?

There are those, and they are in a substantial majority, among the higher educated classes, who profess to believe that the proper course is to teach anything and everything, which may be properly classified as science, whether it be true or not, providing, of course, that there be a substantial number who believe it to be true. Thus they believe that Scott Nearing and his like have a right to educate students to oppose everything that is fundamentally American; that the theory of evolution should be taught even though its teachings may make atheists out of the students and it is a well-known scientific fact that religion is essential to the salvation of civilization.

So I am not so certain about this education stuff.

I am past 60, 5′8″ and weigh so close to 200 that I am afraid to get on the scales after a hearty meal for fear I tip the beam at the 200 mark, and yet I would take one chance at a guy like Nearing if I found him teaching my children his socialistic doctrine. That is, if I found him doing so surreptitiously.

Yet there is a lot to the doctrine of Socialism. It is a most beautiful dream founded exclusively upon education. Without an education Socialism could never have been realized. Furthermore, there are more facts to support the theory of Socialism than there are to support the theory of evolution. I have read every well-known work on evolution, including that wonderful piece of historical fiction by Wells, and I cannot find that there are any more proofs to support its truth

than there are to support the history of creation as set down in the book of Genesis. Both must be accepted as a matter of faith. Both are supported by arguments rather than facts. Neither is scientific and neither should ever have been accepted as scientific.

At the present time we are far more in need of religion than science. We have been fed up on science for the last twenty years and we have had more than we can absorb. The World's War proved to what depths of depravity scientists may sink, when it developed that the scientific education of an entire nation had been concentrated primarily upon new devices for killing people in warfare.

If it has been proven that the most scientific nation in the World—the nation which put the greatest emphasis upon education—because of that education, developed into the most brutal, I am not so certain that it convinces me that I ought to be strong for this education stuff.

And yet, I don't see how I can be against education.

Every head of every large industrial organization will tell you that the one sort of man he is always fearful of is the educated chap. It isn't the dummies who lose our money, for we know a dummy when we see him and we are shy of backing his propositions. But it is these smooth tongued, educated chaps who come along with schemes backed by scientific arguments and figures—my! how those educated fellows can make figures—who make a big hole in the profits.

I once made a statement that if out of principle, without regard for the source, one were to take the stand that every new, alleged,

scientific discovery were false, he would be correct nine times out of ten. I reiterate that statement as being my present belief.

The greatest blunders ever made have been scientific blunders, based upon supposed knowledge gained by education.

The viscosity-test as applied to lubricating oils was heralded as a great scientific accomplishment. I was fortunate enough to have no faith in its virtues from the time they were first announced. After a quarter of a century of support of the viscosity theory by the leading institutions of education, it is now being generally acknowledged that the viscosity theory is not entirely correct. It will be but a few years before it is admitted that it is entirely incorrect.

So I am all in a muddle about this question of education.

I see lots of educated people whom I pity, just the same as I pity a lot of rich people. I know folks who are crammed full of learning, who have no more idea as to how to put their learning to a useful purpose than they know how to jump over the moon. Fortunately most of them don't try. Then there are others, like unto this Nearing person, who abuse their education.

The way I look upon education is this:

Education is power and the person possessing it is a sort of a storage battery.

All power is dangerous. Power is only useful when it may be properly controlled and devoted to some useful purpose. Dynamite is power, but it may do as much damage as good, if misapplied.

Education like power when wasted is—well, it is merely waste, for which the World must pay.

If it be applied for the general good it is worth while, but if applied to injure the World it is about as useful as dynamite when it is used to make anarchistic bombs.

There has always been one great objection to giving power to any human being and that is the fear that he would abuse the power.

There are rich who devote their riches to useful purposes; there are rich who waste their riches; there are rich who don't know what to do with their riches and there are rich who use their power to the detriment of society.

And education like unto riches is merely power, to be used for the benefit of the public, to be wasted, to lie idle, or to be used to harm the public.

As I view it, every basic argument against a man becoming wealthy may be used against a man becoming educated. The main contentions against individual wealth are that it gives him an unfair advantage over his less fortunate neighbor. But the same may be said to be true of individual knowledge.

If all the educated became wealthy and all of the uneducated remained poor, then all of the arguments against individual wealth would have to apply also against education. But it seems to be a fact that the ability to accumulate wealth is in no definite proportions to education. It would seem as if the mere absorption of knowledge were education. But inasmuch as man's first duty in this World is to his fellow man, the possession of an education is of no consequence unless it is used by the owner for the benefit of his fellow man.

The tremendously educated man who merely carries his education around in his head, is of no

more benefit to society than the miser who hoards his wealth in his stocking. The craftsman who never went to school, but who knows how to lay a row of bricks properly, is of far greater benefit to society.

I do not contend that education is a handicap. I have never felt the want of a dollar. I never saw the time when I could not make the necessary money to satisfy my wants, although I was, of course, always evenly balanced enough to suit my wants to my ability to supply them. But as far back as I can go, I never remember the time when I did not feel the want of a better education, and in most instances had to get along some way without it.

Likewise, there is in the soul of every man a something, which I might define as a spiritual want. Some have satisfied it by accepting certain creeds and dogmas; some have refused to accept these, but like unto the want of the poor for wealth, the want of the uneducated for education, the want for spiritual wealth is always present.

It requires a little knowledge, which is always dangerous, to grasp the false teachings of the educated, who pour forth the doctrines of so-called science, of evolution, of Socialism, of opposition to all that is, and sometimes I wonder if perhaps those possessed of little knowledge would not be better if they possessed no knowledge at all.

I admit frankly that I do not know.

The modern reformer is usually an educated person. But the greatest blunders have been committed by the reformer.

Thank God, there are some worthy things which are not based upon education.

Off the President's Bat

GRAFT existed before civilization.

Chiefs of tribes received graft for granting special privileges.

Graft was paid to savage brigands by law-abiding citizens to insure protection, and like our poor relations, graft in some form has always been with us and most likely always shall.

In this respect it is like unto many other evils, but that is no reason why graft should not be fought, and if not obliterated, at least minimized.

The Senate investigation at Washington did not surprise anyone in proving that there was graft in governmental affairs; we were merely shocked when we discovered who were the alleged grafters.

The practice of graft is pretty much alike no matter whether it is being practiced in a high federal office or in a mill.

The grafters hang together, and the moment anyone attempts to expose their graft they use every possible endeavor to throw suspicion upon entirely innocent people, until one hesitates in deciding whether the injury done to the innocent warrants the exposure of the guilty.

Whensoever it has happened that some one house has attempted to expose graft in their line, it has always happened that the grafters have combined and countercharged the exposers with

being grafters, and as a result the exposers have found themselves the defendants rather than the aggressors. And that seems to be precisely what has happened in Washington.

This subject of graft is, of course, tremendously exaggerated—both politically and commercially—and it is not the existence of the actual graft itself which does the most harm, but rather the unwarranted suspicion that graft exists, for if a house or salesmen who are on the level, get the notion that certain products can only be sold by the payment of graft, they will become so discouraged that they will not be able to do justice to the manufacture and sale of such articles. This prevents an honorable concern from making a legitimate profit and it injures the public by removing this competition for trade on this kind of commodity.

The honest manufacturer could get along very well without the grafted trade, because honesty predominates in the ranks of the employees, as well as it does in the ranks of the employers, but it is this fear of not being successful because of a nasty, ugly condition and the thought that one cannot afford to waste one's time with such corruption, that discourages the honorable houses from going after certain classes of trade; and yet, there is always quite a quantity of trade to be obtained for such articles that is absolutely on the level.

I am not much of a believer in rushing off and passing a special law every time there is some evil that needs remedying.

We have entirely too many laws now, and it would be a mighty good thing if some President

would call a special session of Congress, whose sole duty would be to repeal laws, but so long as we are in the habit of remedying evils by legislation, I hope that the Cummins Corrupt Trade Practices Bill will have the very careful consideration of each LINE reader.

This Bill proposes to make it unlawful to pay graft in the sale of merchandise and it exempts from responsibility any giver or receiver of graft, providing he goes to the nearest United States District Attorney and confesses.

Now I know all the objections which are being raised against the Cummins Bill and I appreciate their import.

Briefly, the objections to the Cummins Bill are that it will place the power to levy blackmail in the hands of the enforcement officers, and that it will put every seller at the mercy of every buyer and every buyer at the mercy of every seller, should either want to make false accusations against the other, but I have considerable faith left in our government and in the fact that it will function. It would occur to me that one of the very best reasons why the Cummins Bill should be passed would be to relieve the innocent folks from being accused or suspected of graft.

It certainly would be a wonderful relief to purchasing agents and the men on the inside who requisition the goods, to have some law passed which would relieve them from this suspicion.

I have in mind a foreman in a worsted mill who had denied himself everything possible and saved his money in order to provide a comfortable home, in a respectable neighborhood, for his

family, so that as his children grew toward maturity they would have the privilege and opportunity of moving in desirable society.

I know that he inherited $6,000.00 of the $14,000.00 he paid for his property and I know that when it became known that he owned the home, rumors commenced to be circulated around the plant that he had obtained the money by grafting and I am very certain that the usefulness of a very excellent employee was thus injured.

These evils—the accusation and suspicion of the innocent—are paramount in this subject of graft. Not the punishment of the corrupt, but the protection of the innocent, rather than the punishment of the guilty, is the duty of the government, and it is because I know of no other way to protect the innocent that I am for the Cummins Bill, first, last and all the time.

He who is taught to live upon little owes more to his father's wisdom than he who has a great deal left him does to his father's care.

—William Penn.

The inventors of VISCOSITY thought they had discovered a test for stickiness, but who ever thought that stickiness could be measured by time?

Nature cuts queer capers with men's phizes at times and confounds all the deductions of philosophy. Character does not put all its goods, sometimes not any of them, in its shop window.

—Wm. Matthews.

Willie Wiseman

SAY Boss, give us an 'inspirasch'," said Little Willie as he poked his head in the Old Man's office, just an hour previous to the preparation of this copy.

"Willie, do you know that there are more people maimed and killed by the automobile than by any other cause? That there is more general loss to the public by congested traffic caused by the automobile than from any other cause? That there are more people living beyond their means because of the automobile than for any other cause? That we are taxed heavier because of the automobile than for any other cause, excepting only war? That practically all banditry is accomplished by the aid of the automobile? If you do not know these things it is because you are not the Near Editor of The LINE and do not receive such a bunch of mail as you see in those piles there, every letter of which urges the Near Editor to suggest some practical plan by which the automobile evil shall be abated and damn if I have the slightest idea as to how it can be done. If you know, Willie, shoot it. There is inspiration big enough and important enough for a blaze in *The New York Times*."

Willie called a porter, had the two truck loads of letters taken over to Willie's office and began to read and think, and finally Willie concluded that the Old Man was going backward, for the answer is easy.

First of all, we must have a Senatorial investigation. Not that a Senatorial investi-

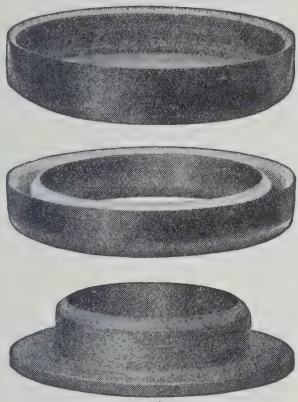
gation will do much good, excepting to bring out in the spotlight the crooks who may be aligned on each side of the question, and reveal the secrets of the little green house.

With the Senatorial investigation finished, we must ascertain which side the President is on and what the opinions are of the sane, loyal members of Congress. Whatever they are for, we must be against, if we desire to accomplish anything.

On this basis we must draw up a Constitutional Amendment. Of course, the original framers of the Constitution did not intend that the Constitution should regulate automobile traffic, for the framers of that important document knew nothing about automobiles, even if they did know all about hootch.

Then when the Constitutional Amendment is duly passed and vetoed by the President and passed over the President's veto, then we must have an enforcement law, which will give employment to a million or more politicians, and an appropriation for enforcement, which will cost the country more than all the automobile evils, and as a result Willie estimates all the automobile factories will have to run overtime to fill the demand. Unless, perhaps, the law so provides that all new automobiles like hootch must be either surreptitiously made, or come from outside the 12-mile limit.

But this is a day for remedying things by Constitutional Amendment. The craze is on and we might as well play out the string.



VIM LEATHER PACKINGS

Are made from VIM Leather, the toughest fabric known.

We take a hide weighing twice as much as the kind used for oak bark tannage and process it without the use of tannic acid, preserving all of the leather fibre.

VIM Leather is compressed into smaller thickness than is possible with the bark tannage because there is no wood pigment to puff and swell it.

The packings are moulded by a patented process, which retains the proper thickness at the shoulder or bend where the wear comes.

Every VIM Leather Packing is guaranteed to give double the wear of any other material, and the more severe the conditions, the greater the showing in favor of VIM.

Write for the VIM Packing booklet and prices.

E. F. HOUGHTON & CO.

Write nearest address inside back cover

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Continued from page XI

rather than to the process of tannage, for VIM includes all of this selection and care of the hide and the intricate tedious process of finishing, as well as the actual process of preservation of the fibers.

Of course, mineral tannage is a misnomer, for tannage means the action of tannic acid on hides and no tannic acid is used in mineral tannage, but inasmuch as we have no other word in the English language than tannage, to convey the meaning of the process of the conversion of hides into leather, it has become the common habit to use the term mineral tannage, but in reality mineral tannage is nearer tawing than tanning.

The preservation of all of the original fibers in a hide is not new with VIM Leather. It has been known and done for centuries in the production of rawhide. And new rawhide is today one of the strongest of fabrics. But, unfortunately, the strength and durability of rawhide depend upon its stuffing, which is mostly tallow and the tallow works out and evaporates and leaves a very weak residue.

As an illustration, rawhide lace leather will average 20% greater tensile strength

than VIM when it is fresh, but if it is carried in stock for any length of time, even though not in service, it will deteriorate in strength and in actual service of lacing a belt it will lose 50% of its original strength after it goes through the pounding process on the pulley for a short time, the effect of the pounding being to drive the tallow from the sharp angle or bend.

VIM Leather differs from a tawed leather inasmuch as it depends upon no oil or grease for the permanent preservation of its fibers, that preservation being accomplished by a final oxidation bath of the leather.

Suppose I put it this way:

There is rustless steel, the metal itself being proof against the action of oxygen.

Then there are the rust preventives like Houghton's Rust Veto, which is applied to the surface of metal to protect it from rusting.

Well, VIM is in the leather family like unto the rustless steel. It is naturally proof against the action of oxygen and that is the reason VIM will not rot.

But after all the actual preservation of the hide, or what the tanners call tannery

work, is not so important, although, of course, it has its relative importance. It is really the care of the hide from the time it is taken off the cattle, and its treatment in the beam house before it goes into the tannery, and the process of finishing after it leaves the tannery, that count most.

The reader should not infer from all this that we have any secrets. How could we keep our processes secret, when we have any number of men who must know, and we are constantly bringing into our tannery so-called experts to criticize and suggest improvements? We have no fear of those who might be induced to make leather like VIM. What troubles us is those who make chrome and claim it is the same as VIM. Then when some one tries chrome and it is his first experience with mineral tanned leather, he condemns VIM and all other mineral tanned leathers for all time.

That is what builds up the lines of resistance and increases sales expenses.

Once upon a time, after one of these so-called experts had spent a month in our tannery, he convinced a belting manufacturer in the middle west that he knew exactly how to make VIM Leather and the belting manufacturer fell for the smooth

talk and fitted up a tannery and they began business.

In a very short time our Chicago people began sending in the S.O.S. that they were meeting with formidable competition from a leather belting claimed to be precisely the same as VIM and made by the very same expert who formerly was consulting tanner for the VIM tannery.

It is strange how easy it is to stampede a sales force and the better the personnel the easier it is stampeded.

I refused to be seriously concerned, until one day when I was out to our Chicago plant, I was invited to go over to the belt department and there was a roll of very good looking mineral tanned leather belting. Then they trotted out the other particulars, for they had not only the facts from the customer, but from the laboratories and after looking over all the evidence, I said very solemnly, "Well, that looks to me as good as VIM and I am glad of it. Now you fellows will have to prove that you are real salesmen, for here at last is real competition."

Months passed and I heard nothing more of the new imitation of VIM and finally my curiosity was aroused and I wrote to Chicago asking for the information.

The reply informed me that something had evidently gone wrong in our competitor's tannery, for they had fired the expert and there was talk of suing him for damages; they had lost a lot of money in the mineral tanned belting venture and were presumably not running the tannery, although they seemed to be selling a mineral tanned belt.

Now what had happened?

The expert knew exactly how we tanned VIM Leather and he tanned his leather the same way. He was lucky at first in picking up in New York a good, fresh lot of the right sort of hides, which could be run through the finishing process with no special judgment.

But when he tried to obtain the same hides regularly, that was another story, all of which goes to prove that it is as impossible to make good leather out of a poor hide as it is to make a silk purse out of a sow's ear. It can't be done and that is all there is to it.

We ask no one to adopt VIM Leather Belting throughout their entire plant on our mere say-so. We do ask you to get acquainted with VIM Leather Belt and the better way in our opinion is to order one

trial belt and permit the belt to tell its own tale of merit, in the mute language of actual service, in your own plant. That's the way most of our customers have been obtained and among these customers are the very largest corporations in America and England. Concerns that have every facility for ascertaining facts as to belt quality.

But don't select a freak drive on which to test VIM Belt. Make the trial test on a normal drive. We prefer a difficult drive, but not one which no belt has ever driven satisfactorily. Try VIM Leather Belting on the freak drives after you know VIM quality and not for the purpose of ascertaining it.

So that's that.

E. F. HOUGHTON & CO. was the very first concern in the whole World to make a success of manufacturing special lubricating oils for special machinery. Previous to the advent of Houghton, folks would use sperm oil wherever it would work and work meant the operation of the machinery without heated bearings. That

one lubricating oil would permit the operation of the machinery at less cost for power by reducing the coefficient of friction lower than another, was a subject given no consideration in those days.

A lubricating oil that was good for a loom was considered good for a spindle and one which would keep a lathe bearing cool was supposed to keep anything cool.

All of this is now changed and undoubtedly the pioneers in that research work were E. F. Houghton & Co., through their original Houghton Research Staff.

This same organization, with its half-century plus of experience, now presents not a new theory of lubrication, but the theories originated, or perhaps discovered by it is the better phrase, over fifty years ago, when it offers HOUGHTON'S ABSORBED OILS.

When Professor Seyboldt, backed by the great Standard Oil Trust, which then existed but does not exist now, made the announcement, "Viscosity is lubricating power," I conducted a most extensive research into viscosity, under the direction of Dr. Charles W. Lyon, then Chief of the Houghton Research Staff, and proved con-

clusively that instead of viscosity being lubricating power, viscosity retarded motion and increased friction.

My first argument was that if viscosity was lubricating power, why was not tar, one of the most viscous products from petroleum, a good lubricant?

The next was that if viscosity was lubricating power, why not lubricate textile spindles with cylinder oil, the cylinder oil possessing a much higher viscosity-test than the spindle oils?

One of the advocates of viscosity said cylinder oil would lubricate textile spindles and tried it, with the result that the driving belt for the spinning room refused to stay on the pulley, the load was so great.

But the viscosity-test was "bulled" along with much success until the introduction of the internal combustion motor. Then one of the foremost of the viscosity advocates immediately claimed that a 600° cylinder oil was the only thing to use, because it held its high viscosity at the high temperature of service. It is estimated that this ridiculous error on the part of one of the World's alleged, greatest, lubricating oil companies retarded the development of the automobile for a longer time, and cost

the automotive trade more money, than any other single error in the development of the modern motor car.

There is much confusion among the laity about viscosity-tests. Thus the viscosity of a steam engine cylinder oil may be 150° and the viscosity of a motor oil may be 150° and the uninformed may consider that they have the same viscosity-test. This is not true. The viscosity-test of the cylinder oil is taken at 212° Fahr., while that of the motor oil is taken at 70° Fahr.

A motor oil which possessed a viscosity of 410° at 70° Fahr., tested only 51° viscosity at 212° Fahr.

They were compelled to make these classes in order to continue any plausible defense of the viscosity theory. But we all know that the temperature under which an automobile oil lubricates is much higher than that under which a steam engine cylinder oil operates and yet the viscosity of the latter oil is much higher than that of the former. Why? No one has ever yet given a satisfactory answer to that question.

The viscosity-test started as a fake. It is not a viscosity-test at all, for I challenge

anyone to produce a dictionary or other authority on definitions in use previous to the introduction of the viscosity-test, which does not define viscosity as stickiness.

The definitions in the modern dictionaries are merely those which have been derived from the continued false usage of the word.

The viscosity-test is the measure in units of time of the length of time it requires for a given quantity of oil to flow through an opening of given size at a given temperature. In other words, if at the same temperature it requires longer for oil A to flow out of a bottle than it does oil B, then the former has the higher viscosity.

But the viscosity-test is fluidity and nothing but fluidity. The fact that the various types of viscosimeters are designed so that the test may be made more accurately does not change the fact that the so-called viscosity-test was, is and always will be a fluidity test. But fluidity was a word every one understood, and they wanted some high sounding word with which to confuse the consumer, so they picked on viscosity. Imagine trying to measure stickiness in seconds of time? If a thing is sticky it is sticky now, tomorrow and the next day.

Pure bunkum, all of it.

After advocating the viscosity theory for 25 years or more, the leading works of the

last five years on lubricants and lubrication finally admit that there is nothing in the viscosity theory.

We do know that a lubricant must preserve a separating film between the lubricated surfaces in order to prevent metal to metal contact and we do know that the oil which presents the strongest film is rarely the oil which makes the bearings the most slippery, or in other words, the best film oil rarely is the best lubricant.

HOUGHTON'S ABSORBED OILS are made on the basis that it is best to use two oils in one, a distinct and separate film oil which will absorb and hold in its pores the lubricating oil.

Again, we only ask a trial. Pick out a machine upon which you want to test ABSORBED OIL; give us the information, that we may select the proper variety of ABSORBED OIL, for it is not a cure-all; then try the oil on that one machine and then gradually increase the number of machines as your confidence in ABSORBED OIL increases.

HOUGHTON'S ABSORBED OIL will cut your lubricating bill in half and do away with all oil stains from drip.

CHAS. E. CARPENTER,

President.

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The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/-per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisements are facts.

Established 1865

E. F. HOUGHTON & COMPANY

P. O. Box 6913

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

OST of us know why a chicken crosses the road, but there are many everyday simple phenomena which we do not understand, but accept as a matter of fact.

Inasmuch as The Leather Belting Exchange claims that it required the great combined effort of The Exchange and two illustrious institutes of learning and an exceptional research staff, plus the most intricate testing apparatus, to prove that one belt slips more than another, we live in hopes that some day it will tell us why; as The Exchange has found it necessary to call into play the same great aggregation of learned talent to prove that the grain side of a leather belt should be run next to the pulley, we suppose that in the next generation at least it will have amassed sufficient additional apparatus, intelligence and wisdom to tell us the cause of this phenomenon.

The Houghton Research Staff supposed that it had solved both of these most

intricate and important belting problems years before The Leather Belting Exchange was ever heard of, but we are told, "No belting concern knew nothing nohow," about belting until that great amalgamated monopoly of belting intelligence represented by The Leather Belting Exchange, took up belting research for the first time.

How unfortunate it is for The Leather Belting Exchange that there are some folks who insist upon not believing all they are told.

We all know that a leather belt in service rides to the high side of the pulley. Perhaps some of The LINE readers have never satisfied themselves as to the reason. The Houghton Research Staff has records of experimentations to prove the cause of this phenomenon, dated 1899, less than three years after the advent of E. F. Houghton & Co. into the leather belting business, and ten years before E. F. Houghton & Co. themselves, ever made a roll of belting. Nor did the experiments necessitate the mass assistance and intelligence of the belting trade, plus learned professors, talented engineers, college laboratories, and other intricacies. A few pulleys, flat, cone, crowned and flange, adjusted to moving

shafting with variable speed regulation and the proper belts, did the trick.

But as simple and common sense like as were the original experiments of the Houghton Research Staff, they appear tremendously complicated when compared with an experiment, made by W. F. Schaphorst, M.E., of the Houghton Research Staff, a few weeks back, a description of which I submit in Mr. Schaphorst's own words, accompanied by his own illustration:

WHY DOES A BELT RUN TOWARD THE HIGH SIDE?

"I have seen this subject discussed in periodicals so often, without getting the real reason clear in my mind, that I finally decided to do a little experimenting 'on my own hook.'

"I would suggest that the readers do exactly what I did, as it is very easy to demonstrate with a paper model.

"Simply make a cone out of an ordinary newspaper or any other paper, as indicated in Fig. I, and then cut a straight strip of paper, which in this experiment will serve very well as the belt.

"Then with your hands cause the cone to rotate as though it were a pulley and make the belt go around with it in regular belt fashion and it will be found that the tendency of the belt is to wind around the cone in the direction indicated by the arrows in Fig. I. In fact, I drew this sketch from a paper cone and strip of paper that I made up in less than a minute's time.

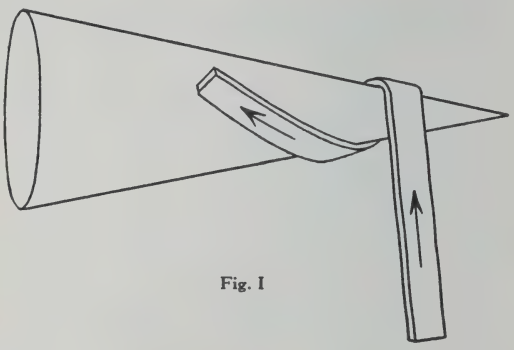


Fig. I

"I found that it was the natural tendency of the strip of paper to wind very rapidly toward the large end of the cone, which is the equivalent of a belt running toward the high side of the pulley. No matter how the above simple experiment is tried, by either winding the strip frontwards or backwards, it will be found to always have a tendency to move toward the large end, or the high side.

"There is nothing better than actually 'seeing' the real reason. By means of this experiment one can see, feel, and be convinced.

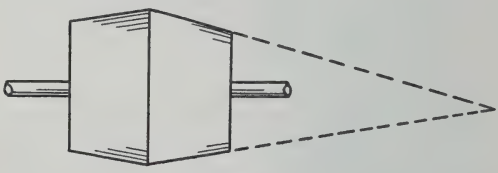


Fig. II

"Fig. II shows in an exaggerated way the conical shape of one half of any ordinary pulley. Since the

tendency of the belt is always to run toward the high side, or the large end, it is plain that by placing two cones, base against base, as in Fig. II, and running a belt on either one of the cones, it will move toward the greatest diameter and after getting there it will stay there.

"Cut off the peaks of these cones as shown by the dotted lines, and the remainder is an ordinary so-called crowned pulley.

"The above explains in as simple a manner as I know how, why pulleys are crowned."

The Leather Belting Exchange boldly asserts that leather belting will transmit 98½%.

In looking over my "Inspiration Envelope," in which I put all of the clippings and correspondence which I hope will give me ideas for these Talks, I find the following, also from Mr. Schaphorst:

POWER LOSS AND BELT SLIP

"Before the war fragments of reports of experiments undertaken by the Technical Institute of Charlottenburg, Germany, reached our magazines. The purpose of the experiments was to 'decide definitely' the loss of energy in belt and rope transmission. In reviewing the experiments, one of our well-known engineering magazines made this statement: 'The highest efficiency obtained during the tests referred to was 98%, with the belt drive; all conditions being ideal. The figures quoted give the actual efficiency of the drive; the friction losses in the bearings being subtracted.

"It is significant to note that the 2% is just a trifle greater than the average percentage of creep in leather belts.

"Creep, internal resistance to bending, and windage create the impossibility of perfect belt transmission; but luckily, these are rarely serious. One of the greatest avoidable obstacles in the way of efficient belt transmission is slip. Slip is as unnecessary as incomplete combustion; still it is almost as prevalent in spite of the plain-as-day visibleness of the belt. A belt can be substantially seen, felt, cut, laced or treated. Carbon dioxide is invisible, odorless, and commonly imperceptible. There might be some plausible excuse for wasting fuel through the chimney; but for allowing a belt to slip—never."

Time does fly, but if I calculate it correctly the war began about ten years back, just about the same year that The Exchange was formed.

Much acclaim and jazz have been heard from The Leather Belting Exchange about its nonslip test and its 98½% efficiency, but here is one of several tests made before The Exchange functioned for any other purpose than to prevent price cutting among its members.

And the reader will please notice that it is a German test, and that 98% was the best they obtained under ideal conditions.

I could dig up several records of similar tests dating even further back, were it of sufficient importance.

But piffle is piffle, so that is that.

HEART TO HEART TALK

LAST winter I made an eight weeks' speaking tour which took me south as far as New Orleans and west as far as the Pacific coast. After my return, I received the following letter from one of The LINE readers:

"Mr. Chas. E. Carpenter, Pres.
"E. F. Houghton & Company,
"Philadelphia, Penna.

"Dear Sir:-

"Recently I heard over the radio the announcement that you were in our district, but was unfortunately unable to come to your hotel to meet you. I should have greatly appreciated the honor of meeting you personally for several reasons. First, having read your writings for a long time, I would be glad to meet the author-altho I do not always believe all that you write. Second, on oils and leather I highly regard your writings-but on some other subjects I sometimes believe and sometimes DO NOT and I desired to meet you in order to 'razz' you for some things you wrote in 'The Line' about which you 'DID NOT KNOW' but wrote anyway. I have used some of your company's products and have introduced them at different plants with excellent results. On a hydraulic forging press there was in use leather packing rings which were purchased for about $24 and they lasted 14 to 18 days; your leathers cost about $32 and lasted 14 months.

The smaller rings cost about $6.25 and lasted from 4 to 6 days while your rings cost $7.80 and lasted about 4 months.

"I am enclosing several advertisements which may be of interest to you. I am looking to two occurrences—meeting you and having this letter get past your vigilant secretary.

"Very truly yours,"

Both of the advertisements which my correspondent enclosed were from California papers and in one I read the statement: "Avoid motor oils containing paraffin, asphalt or any other nonlubricating substance." Of course, this statement discloses the monumental ignorance of the writer of the copy. No such oil as he describes is possible to make from petroleum.

The other advertisement prints: "Although thinning out more rapidly, the (western) oil does not show any greater breaking down under high working temperatures than the (eastern) oil, nor was there any greater deposit of carbon. Neither did the viscosity, after use, increase nor decrease any more in the case of one than in the other." In another portion of the advertisement it claims that the "thinning is really an advantage rather than a defect."

Merely more piffle.

A paraffine base lubricating oil is well-known to possess that property which enables it to preserve a tougher film under all conditions of service and the heavier the pressure and the higher the temperature of use the better it preserves this toughness of film, as compared with an asphaltum base oil and any claims to the contrary have never been substantiated by authentic tests, made by disinterested parties.

My what trash they do sell for motor lubricants on the Pacific coast and they get away with it, too.

Well! "Where ignorance is bliss, 'tis folly to be a lubricating engineer." Everything else is so much better in California than it is east, they ought to get the worst of it on motor lubricants.

All of which reminds me that it might not be out of order to remind you that Houghton makes motor lubricants and makes good ones. But they cost too much for the rabble. And there is not sufficient supply to permit them being sold at filling stations. Some folks who use the Houghton Motor Oils on heavy trucks, claim that the Houghton Motor Oils are without an equal. I would not say that, but I do claim that

they are as good as any one can make at any price.

So that's that.

TALKING about VIM Leather Packings reminds me of an incident which happened in the fall of 1923.

The great transatlantic steamship *Leviathan* was fitting out at the Morse Dry Dock and Repair Co., New York, and they sent us an order for 48 Cup Packings. There was an error in the order and they sent a special representative to Philadelphia to obtain the proper sort. It was 10.30 P.M., when our representative got hold of the packing shop foreman, who went to the shop, personally got out the proper dies and moulds and made the Packings, and their representative was on his way rejoicing with the Packings a little after 2 A.M.

This brought forth the following unsolicited letter:

"629 W. 23rd St., New York City,
"Nov. 20, 1923.

"E. F. Houghton & Co.,
"3rd and Somerset Sts.,
"Philadelphia, Pa.

"Dear Sirs:

"We just received your very moderate bill of $13.35, which we have passed immediately for payment in connection with the Hydraulic Leather Packings made for us about a week ago. We certainly appreciate the kindness of delivery under such exceptional circumstances, and would especially mention the expedition with which Messrs. Koch and Jones completed the order and allowed the ship to sail on time with passengers and cargo.

"This is a meagre form of appreciation but in the cold commercial world of today, even a passing note is of some account.

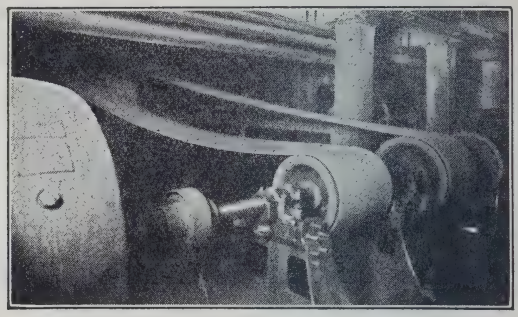
"Thanking you sincerely and hoping to be able to put other business your way, I remain,

"Very truly yours,

"MORSE DRY DOCK & REPAIR CO.
"By MacCorkindsee
"Manager, N. Y. Shop"

"P. S.
"Send some of your small books, many times we have read them."

Continued on page XIV



Cut down Your Overheads

EVERY TIME a belt slips it wastes the power generated by the boilers and engine that never reaches the point of production. This means a proportionate increase in the overheads.

Belt slip is a source of loss in practically every manufacturing plant, and the consequent increase in the overhead burden is a demonstrated fact.

There is only one effective method of reducing belt slip, with its attendant power loss and overhead cost, and that is the use of VIM Leather Belt. Particulars upon request.

E. F. Houghton & Co.

See inside back cover for nearest address

The HOUGHTON LINE

REG. U .S. PAT. OFF.

SEPTEMBER, 1924

VOLUME XXXII *NUMBER II*

Line Logic

The Blue Laws make Sunday a day of arrest.

Always be suspicious of the flatterer who says he liked the finish of your speech.

Slow thinkers used to live longest; but now the automobile has changed all of this.

According to the Washington *Star*, happiness has to be cranked, while trouble has a self-starter.

Much has been said about the English not understanding Americans, but do we really understand ourselves?

For years there has been a wail against Americans going to foreign countries to spend their money. We wonder if the framers of the Eighteenth Amendment overlooked this?

God made the country; man made the roads; and the Devil made the detours.

We will stop war only when we stop believing that we can lick the other fellow.

The one sure way for a manufacturer to succeed is to make the best of things.

All men are born free and equal, but most of them get married.

A damp cellar is as unhealthy as ever, even if it be more popular.

Of course, we can tell you how to avoid being robbed in New York. Don't go to New York.

Says the bald man, as the barber is shaving him, "My trouble is not so much production as distribution."

Judging from the length of time it is taking to obtain peace, we certainly ought to be pretty well prepared for it when it comes.

Showing your friends that you can afford to drink liquor at today's prices is getting to be the most popular indoor sport among the wealthy.

Railroads and the Public

EVER since one of America's most prominent railroad heads gave vent to the expression, "The public be damned," there has been a feeling on the part of many that no matter what the railroads may need, it is contrary to public interest. There seems to be an intuition on the part of the average man that the railroads are against the public and, therefore, the public should be against the railroads.

That the railroads are a necessary public utility and, therefore, have a common interest with the public, seems to be a thought which is beyond even the comprehension of some of whom we call the higher class of society. But why be surprised at that, when some of our so-called foremost citizens consider the police regulation of our morals by the federal government above the sacredness of the Constitution?

We are going to have federal control of our railroads as sure as you are reading this article, unless something radical is done to prevent it. I mean something more than meeting and passing resolutions and sending telegrams to our congressmen and senators.

There is a wave of socialism going over the entire World, which the average, plain citizen feels is impossible of accomplishment so far as these United States are concerned, but as usual the plain citizen is just kidding himself.

There was a period when the plain citizen thought the time never would come to pass when the states would submit to the federal government levying a direct tax on their citizens, but we got it; there was a time when no one but long-haired men and short-haired women advocated federal authorization of votes for women, but we got it; our grandfathers never dreamed we would so prostitute the Constitution as to provide for the election of United States senators by the direct vote of the people, thereby removing the greatest safeguard against mob rule that was ever written into a governmental document, but we got it; there was a time when no one ever thought of writing prohibition into our Constitution, and we may get prohibition some day.

And we are going to have governmental ownership of railroads, for the simple reason that it is human nature to crave power and the politicians are craving more and more power, and with the governmental ownership of the railroads the members of Congress will have their power increased manifold and you can't expect the politicians to be against anything which will increase their power and make for a condition by which they may perpetuate their own regime. It is not being done among the best politicians.

Socialism is based on a necessity of giving greater power to the people, but that is an idle dream. Socialism will concentrate in the hands of the government, power beyond our comprehension and the government will not be cats, dogs, slot machines, or Gods, but MEN—the same sort of men who have always operated governments as far back as the beginning of govern-

ment. Only they will be more corrupt, for it is a rule of government that the corruption of the governing class—the politicians—is in direct proportion to the power which it possesses.

We have had an example of governmental operation of our transportation, and you and I want no more, but what are we going to do about it?

Sit idly and applaud when some speaker shows us how disastrous federal ownership of the railroads will be? Vote "Aye" in favor of all resolutions which may be offered at such meetings as we may begrudingly find the time to attend?

It is a FACT beyond question, admitted by the leading socialists of America, that their program is to concentrate the production, transportation and distribution of all wealth in the hands of the federal government and in order that this may be accomplished, without a revolution, and with the least shock to the existing, economic order of things, they propose to commence by forcing into the governmental ownership, all of the public utilities, commencing with the railroads. And they propose to have the government obtain control of the railroads by so harassing the railroads that the railroad business will become so unprofitable and undesirable that the railroads themselves will welcome the government taking the properties off the hands of the private owners. In other words, the scheme is to break down the resistance.

We are offered the bait of bills proposing to lower railroad freight rates and fares. That is something which affects our pocketbooks, and

we rush to the support of such bills in a spirit of true selfishness, without the slightest thought that the lower rates are merely the bait of the socialists to enlist our aid in the final consummation of their plan to take over your business and mine and enslave the peoples of America in the power of the governing classes, as I declare, positively and without the slightest thought that any honest person can contradict me, the Russian people are today.

Again, from time to time sundry other bills are offered, which you and I are apt to approve, because in event of them becoming laws, they seem to promise a relief from some evil from which you and I are suffering. But we little suspect that all such bills are merely so many more steps toward complete socialism, inasmuch as they place more and more power in the federal government; meaning that they are making our politicians more and more powerful.

It is my opinion that the time has come when, irrespective of any and all merits which a proposed law may possess, it should be opposed if it proposes to increase the power of the federal government over the industries and citizens of our sovereign states. The time has come to stand pat for state rights, and I proclaim this as a Republican, appreciating that the original, basic difference between the Republican and Democratic Parties was in the fact that the former stood for the concentration of the maximum of power in the federal government, while the latter stood for the maximum of state rights.

It is significant that the Democratic Party, who rather than submit to an infraction of their state rights, entered into an armed rebellion, should have passed more radical, federal control laws during the Wilson administration than the Republican Party had ever dared to try to pass during its entire previous history.

The Democratic Party passed federal control laws, not because the rank and file of the party believed in federal control, but because the Democratic politicians were in power and desired to perpetuate that power by increasing it through increased federal control.

A politician is a politician, irrespective of party. There are—thank God—some statesmen left, men who are truly patriotic, but they are in the minority.

I remember when the policy of those opposed to a protective tariff was to increase the national revenue by other forms of taxation, until there would be an economic necessity for the reduction of the national income. Then they would come forth and demand that the reduction should be made in the tariff, to the detriment of our national industries.

My message to every reader, therefore, is this: the prevention of governmental ownership of the railroads is no longer a question between the railroad executives and the government, but between the public and the government and it is the duty of every truly, patriotic citizen to let his Congressman and Senator know, in no unmistakable words, that he is against anything and everything that will increase the power of the politician.

Democracy

IN the last analysis Democracy is the rule of the people.

It might be called the "rule of the mob," were it not for the fact that a mob is supposed to act on impulse without specific laws, while a Democracy is supposed to be regulated by duly enacted statutes.

But inasmuch as a true Democracy means the rule of the people, the power to rule beginning and ending with the people, the moral effect being that the people have the right to establish and repeal laws at will, a Democracy will always be the rule of the mob, for no Democracy will ever respect laws beyond the period when the people are dissatisfied with those laws. And the people who are inspired with the thought that they are the rulers, will never respect laws which they do not want to prevail. Therefore, there is in the mind of every individual citizen of a Democracy the thought that as he made the law, he has a right to repeal or suspend the law.

A Republican form of government differs from a Democracy in the fact that the people choose representatives to make their laws, and respect those laws until such a time as those chosen representatives repeal those laws. A Republic is, therefore, less apt to act on impulse than a Democracy.

Action prompted by impulse is always dangerous and mostly wrought with disaster for all concerned.

I do not agree with those who insist that governmental operation of business is impossible, because we have the facts that governmental operation of certain businesses is an actuality. But I do agree with those who claim that the economical operation of a business by the government is an impossibility.

I claim it has been proven that everything is done best when a proper incentive is held forth to those doing it. I believe that pure altruism is a stimulant rather than nourishment; that stimulants are beneficial only where they substitute temporarily for nourishment, to meet an abnormal condition. Stimulants as a regular diet are deadly. Nourishment is beneficial.

A patient is carried over a critical period with stimulants, but is returned to normal health only by proper nourishment.

If there be instances where governmental participation in business has seemingly proven beneficial, it is because the conditions have been such where a stimulant rather than nourishment showed the best, immediate results.

Take the much argued question of municipal street cleaning, as an illustration.

There can be no disputing the fact that there are instances where governmental street cleaning has been shown to be less costly to the taxpayers than street cleaning by contract with private parties.

But that does not prove that the private contracting system is necessarily more costly, for in my investigation it has proven rather that the public itself has become so corrupt and contented

that it has required the stimulant of governmental street cleaning, rather than the nourishment of street cleaning by private contract.

If in the exercise of its right of franchise, the public is so careless as to permit those to be elected to office who will demand tribute from successful contractors for street cleaning, the natural result of such a delinquency on the part of the public, is to tempt the contractors to exercise their influence to see to it that only those are elected to office who will demand the least tribute from successful contractors, which is merely the natural goal at which to have the contractors aim in order to control the elections.

Wheresoever governmental street cleaning has proven more economical than private contract street cleaning, it has proven to me that governmental street cleaning is merely the lesser of the two evils resulting from indifferent citizenship, but it is no proof that the government can transact a private business more economically than the private citizen or corporation.

We have with us prominently at the present time, the cost of railroad fares, urban as well as interurban. In most states this has passed over to governmental control.

The public is intensely selfish. It is against the raise in taxes, no matter how beneficent the result of increased taxes may be.

It is my fate to motor through a certain town quite frequently, which has neither sidewalks, electric plant, gas, water nor sewerage.

And yet it possesses a most advantageous location.

No industry can be attracted to the town, so it ekes out a mere existence. The population has not increased 3% in forty years.

So one day when I had motor trouble, and a chauffeur driving, I concluded to take advantage of the three or four hours which were required to make the necessary repairs, by mingling with the populace.

The mingling place was the country store.

In reply to my well-guarded questionnaire as to why they were void of all modern improvements, came the unanimous answer that improvements would increase taxes. Or did they seem to appreciate my contribution to their arguments, when I stated that it was not possible to obtain something for nothing and everything in this World had to be paid for.

That the inhabitants of this burg were being heavily taxed indirectly, because they lacked the economic advantages possible by the modern co-operation of residents of a community and, therefore, were not able to compete with the other communities, did not seem to be comprehended.

Further investigation developed the fact that the politicians who had always been elected to office, from the town constable to the mayor, were those who had pledged themselves against increase in taxes.

The truth that they were being abnormally taxed indirectly because they objected to increased direct taxation, was beyond their comprehension.

It was the old story of not being able to see a dollar because of the vision being dulled by looking at a cent.

If the cost of practically every known commodity and labor has advanced abnormally in the last few years, the man of common sense ought to realize that the cost of operating transporation companies has advanced proportionately. But inasmuch as there is no governmental machinery available to political control, by which the cost of food and clothing may be regulated, the public submits to the advance.

But along comes the politician, with but one thought, and that is to possess power, and because there is governmental control of railroad rates, he despotically pledges the public that if it will vote for him, he will use his power to prevent an advance in railroad fares.

Freight rates are even more important to the public than railroad fares, for practically every commodity one purchases is subject to the taxation of freight rates, but as only a small percentage of the public ever pays a freight bill directly, there is little or no agitation over freight rates.

But the railroad fare is something which every one pays, whether it be for short distances over the urban street railroads, or for longer distances.

If the candidate would go to the voters and offer them a dollar apiece for their votes, the righteous public would rise in protest and the candidate would be thrust into jail. But he bribes them just the same and there is no difference in principle when he promises them that if they will give him their votes, he will save them a dollar or more of their carfare.

Houghton Products

Are the Result of Careful Research

They Effect Economy In Manufacture

Are You Using All of Them that You Can to the Best Advantage?

HOUGHTON PRODUCTS

A. A. Mineralized Stearine—A Curriers' or Stuffing Grease.
Absorbed Oils—For general lubrication.
Acid—See Rust Preventives for acid.
Adhesive Belt Dressing—For oak and canvas belting.
African Slush—Black in color, quick drying; a temporary or permanent coating: used extensively for steel mill rolls.
Air Compressor Oils—For lubrication of air chambers of air compressors.
Air Drill Oils—Absorbed Oil F-9.
Air Tool Oils—For lubrication of pneumatic tools.
Alizarine Assistant—For softening textiles.
Ammonia Oils—For ice and refrigerating machinery. Zero cold test.
Armor Plate Carburizer—For carburizing armor plate.
Automobile Greases—For general lubrication.

Ball Bearing Grease—For slushing and lubricating ball bearings.
Belt Dressing—See Adhesive Belt Dressing, Kensington Antiseptic VIM Leather Belt Lubricant.
Boiler Medicine—A boiler compound.
Brake Drum Compound—For drawing brake drums.
Brass Mold Oil—For lubrication of brass molds.
Brick Mold Oil—For lubrication of brick molds.
Bright Softening Oil—For use in sizing in manufacture of denims.

Carburizers—See Fine Mesh Carburizer; Hydro Carbonated Bone-Black; Liquid Heat; Pearlite; Quick-Light; Surface Hardening Powder.
C. L. Oil—A high-grade animal oil for tanners' use.
Coach Oil—For lubrication of axles of coaches.
Cod Oil Equivalent—See Nutricod.
Commercial Truck Oil—For motor lubrication
Compound for Waterproofing Leather
Concentrate, Soluble Lard Oil—For the making of a wool oil.
Copper Drawing Compound—See Tubol.
Cordage Lubricant—Used in place of tallow for lubrication of cordage.
Cordage Oils—Stock lubricant for twine, rope, cordage, etc.
Core Oil—See Newseed Oil.
Cosmic Counter-Corrodent—For prevention of rust upon bright metal surfaces.
Cosmoline (*Unguentum Petrolei*)—A medicinal petroleum ointment.
Cosmoline Oil "A"—For prevention of rust upon bright metal surfaces.
Cosmolubric Engine & Machinery Oils—For general lubrication.
Crankcase Oil—For use in crankcase of Westinghouse and similar engines.
"C" Softener—For softening textiles.
Curriers' Grease—See Degras, Tacony; Mineralized Stearine; Mineralized Tallow; Sulphonated Stearine.
Cutting Compound—See Seco Cutting Paste; Metal Cutting and Drawing Paste.
Cutting Oil—See Emulsifier; "G" Soluble; Houghtolard; Heavy Service Houghtolard; Misceo; Non-Evaporating Soluble Base; Refrigerant Base; Solcut.
Cyanide Equivalent—See High-Speed Steel Salts; Surface Hardening Powder.
Cylinder Oils—See VIM Cylinder Oils.
Cyl-Tal—A concentrated steam cylinder lubricant.

Degras—See Moellon; Emulsified Moellon.
Degras, Tacony—Wool grease.
Degumming Oil, Silk.
Die-Lubric—For lubricating molds used in making porcelain.
Drawing Compound, Copper—See Tubol.
Drawing Compound—See Stainless Drawing Compound.
Drawing Oil—See Tempering Oil.
Draw-Temp Salts—For drawing at high and low temperatures.
Dynamo Oils—For dynamos and high-speed machinery.

Elevator Plunger Grease.
Emulsifier—A concentrated base for making soluble cutting oils.
Enameling Conveyor Oil.
Engine Oils—See Cosmolubric.
Escalator Grease—For lubrication of escalators.

Fat Liquor Oils—See Glyco Neats; Sulphonated Glyco Neats; Nutricod; Sulphonated Nutricod; Victory Neats.
Fat Liquor Soap—For making fat liquor for tanners' use.
Fileine—For use by file manufacturers for preventing rust.
Fine Mesh Carburizer—For casehardening purposes.
Floor Oil—For oiling wooden floors.
Full-Scour—For fulling and scouring woolen goods.

Gas Engine Oils—Different varieties, using natural gas, coal gas, producers' gas, etc.
Gear Oil—For automobile gears.
Generator Oil, Electric—See Dynamo Oils.
Glyco Neats—For fat-liquoring and oiling-off leather.
Graphite Grease.
Grease—See Automobile Grease; Ball Bearing Grease; Curriers' Grease; Escalator Grease; Elevator Plunger Grease; Polishing Grease; Twister Grease.
Grinding Compound—For all grinding purposes.
"G" Roll Grease—For lubrication of rolls in place of suet and tallow.
"G" Soluble Oil—Soluble oil for making water mixtures used for cutting purposes.

Hardening Compound—See Carburizers.
Hardening Oils—See Quenching Oils.
Hardening Powder—See Surface Hardening Powder.
Heavy Service Houghtolard—A general metal cutting oil.
High-Speed Bath Spindle Oil—For lubrication of rabbeth spindles or spindles of the bath or reservoir type.
High-Speed Steel Salts—For heat-treating high-speed steel.
Houghtal—For use in sizing cotton goods in place of tallow.
Houghtolard—A general metal cutting oil.
Houghton's Emulsified Moellon—For heavy glove leathers.
Houghton's "H" Oil—For recoil cylinders.
Houghton's Moellon—For all uses where moellon degras is used.
Houghton's Odorless Disinfectant.
Houghton's Oil Filters.
Hydraulic Compound—For the four-wheel hydraulic brakes.
Hydraulic Oil—For hydraulic use.
Hydro Carbonated Bone-Black—For carburizing; particularly desirable for ball and roller bearings.
Hydrolubric—For lubrication of water of hydraulic systems.

Kensington Antiseptic Belt Dressing—A paste form dressing for leather belt.

Kensington Kid Oil—For use as a finishing oil in the manufacture of glazed kid.
Kensington Slushing Oil—A rust preventive.
Kensington Spindle Oil—For lubrication of cotton mill spindles.
Kier Boiling Oil No. 1—For Kier boiling all cotton goods.
Lard Oil Concentrate, Soluble—For the making of a wool oil.
Lard Oil for Cutting—See Houghtolard.
Lard Oil for Wool—See Soluble Lard Oil Concentrate.
Leather Oil—See C.L. Oil; Glyco Neats; Sulphonated Glyco Neats; Kensington Kid Oil; Nutricod; Sol-Cod, A. B. C.
Linseed Oil Equivalent—See Newseed Oil; Synthetic Linseed Oil.
Liquid Base—For refrigerating machinery.
Liquid Cosmic—A rust preventive.
Liquid Heat—Salts for heat-treating purposes.
Loom Oils—For lubrication of textile looms.
Lorry Oils—For motor lubrication.
Lustre Oils—For use in giving lustre to pile fabrics.
Machinery Oil—See Absorbed Oils; Cosmolubric Oils.
Marine Engine Oils—For lubrication of marine engines.
Metal Cutting and Drawing Paste—For drawing and general metal cutting.
Metal Forming Compound—For brass.
Mine Car Grease—See Absorbed Oils.
Mineralized Stearine—A Curriers' or Stuffing Grease.
Mineralized Tallow—A Curriers' or Stuffing Grease.
Misceo—Soluble cutting oil for making water mixtures used for cutting purposes.
Motor Oils—For automobile use.
Neatsfoot Oil Equivalent—See Glyco Neats; Victory Neats.
Neutral Oil—A mineral oil from Pennsylvania crude.
Newseed Oil—For foundry core making.
Non-Evaporating Soluble Base—For producing water mixtures for metal cutting.
Odorless Disinfectant.
Oil Filters—For reclaiming used lubricating oils.
Olive Cream Softener—For all textile purposes.
Olive Oil Emulsion—A stock lubricant for worsted stock.
Olive Oil for Batching Wool—See Olive Oil Emulsion.
Pearlite Carburizer, No. 1—For casehardening.
Pearlite Carburizer, No. 50—For casehardening.
Petrolatum (Petroleum Jelly).
Polishing Grease—For use in polishing metal in place of tallow, suet, etc.
Polishing Oil—For use with an emery wheel or belt for polishing steels.
Quenching Oil—See Soluble Quenching Oil.
Quick-Light "A" Carburizer—For casehardening.
Quick-Light "C" Carburizer—For casehardening.
Refrigerant Base—A concentrated base for making cutting oil.
Rope Dressing—For lubrication of rope drives.
Rub Roll Oils—For lubrication of rub aprons in woolen mills.
Rust Preventives—To withstand the action of sulphuric acid, salt, ammonia or hydrochloric acid.
Rust Preventive—See African Slush; Cosmic; Cosmoline "A;" Kensington Slushing Oil; Rust Veto; Sheet Steel Slush; Slushing Oils; Steel Gloss.

Rust Veto—A slushing grease that protects against moisture in the air and moisture on the surface to which it is applied.

Salts, High-Speed Steel—For heat treating high-speed steel.

Seco Cutting Paste—For drawing and general metal cutting.

Shearing Oil—For lubrication of shearing machines and knives.

Sheet Steel Slush, No. 11—A permanent, transparent slush for bright metal surfaces, quick drying.

Signal Oils—For watchmen's lanterns.

Silk Conditioning and Processing Oil—For soaking silk.

Silk Degumming Oil.

Silk Throwsters' Oil—For soaking silk.

Slushing Oil, No. 75, Dark—A rust preventive.

Slushing Oil, No. 75, Light—A rust preventive.

Softener for Logwood—For softening textile products.

Softener—See Bright Softening Oil; "C" Softener; Houghtal; Olive Cream Softener; Soluble Tallow; Soluble Textile Oil; Sulfol.

Sol-Cod, A, B, C—For all purposes where Sulphonated Cod Oils are used.

Solcut—Soluble oil for making water mixtures used for cutting purposes.

Soluble Lard Oil Concentrate—For the making of a wool oil.

Soluble Quenching Oil—For hardening metals.

Soluble Tallow—For use in sizing cotton goods in place of tallow.

Soluble Textile Oil—Used as a leveler in dyeing woolen goods.

Soluble Wool Oil—Stock lubricant for wool.

Stainless Drawing Compound—For drawing brass, iron and steel.

Stainless Oils—For lubrication of machinery where stainless oils are required.

Stearine for Leather—See Mineralized Stearine; Sulphonated Stearine.

Steel Gloss—A transparent slush for bright metal surfaces; quick drying.

Steel Salts, High-Speed—For heat treating high-speed steel.

Sulfol—Used for all purposes where Sulphonated Castor Oil is used.

Sulphonated Glyco Neats—Soluble; for tanners' use.

Sulphonated Nutricod—For fat liquoring purposes, and as a driver for tanners' use.

Sulphonated Stearine—Soluble; for tanners' use, and as a driver for oils and greases.

Surface Hardening Powder—For surface hardening in place of cyanide.

Synthetic Linseed Oil—For use in place of linseed oil as a film oil.

Tallow for Leather—See Mineralized Tallow.

Tallow for Sizing—See Houghtal; Soluble Tallow; Tallow Concentrate; Warp Conditioner.

Tempering Oil—For drawing purposes.

Tempering Oil, No. 80—A high fire test drawing oil for steel.

Transformer Oils—For transformer uses.

Transmission Case Oil—For automobile transmission.

Tube Drawing Compound—See Tubol.

Tubol—For drawing copper and cold drawn steel seamless tubes.

Turbine Engine Oil.

Turkey Red Oil—See Sulfol.

Twister Grease—For lubrication of twister rings in textile mills.

Veto, Rust—See Rust Veto.

Victory Neats, 20 C. T.—A high-grade pure oil of 20 cold test, for all purposes where neatsfoot oils are used.

VIM Belt Dressing—For mineral tanned belting.
VIM Cylinder Oils—For steam cylinder lubrication.
W-3—For the textile industry.
Warp Conditioner—For sizing cotton goods, in place of tallow.
Weavers' Compound—For use in sizing in textile mills.
White Slushing Oil—For prevention of rust upon bright metal surfaces.
Wool Oil—See Olive Oil Emulsion; Soluble Lard Oil Concentrate; Soluble Wool Oil.
Wool Oil, Soluble Lard Oil Concentrate—For the making of a wool oil.
Worm Gear Oil—For lubrication of worm gears.

MECHANICAL LEATHER PRODUCTS

Air Brake Cups, Gaskets, Packings, Vim.
Air Hoist Packings, Vim.
Aprons, Gill Box, Worsted Comb, Vim.
Apron Leather, Gill Box, Worsted Comb, Vim.
Automobile Fan Belts, Vim.
Automobile Leathers, Vim.
Ball Cock Cups, Vim.
Bellows Leather, Vim.
Bellies and Belly Splits, Vim.
Belting, Vim.
Belting, Vim-Oak.
Belts, Cone, Fan, Motorcycle, Vim "V" Vim.
Bibb Washers, Vim.
Butts, Close Trimmed, Vim.
Check Valves, Vim.
Cement, Pulley Covering, Vim Waterproof Belt.
Clutch Leather, Vim.
Cottonseed Oil Press Packings, Vim.
Covering, Roller, Vim.
Cups, Air Brake, Ball Cock, Deep Well, Oil Valve, Pneumatic, Pump, Vim.
Cut Lace, Vim.

Dashpot Leathers, Vim.
Deep Well Cups, Vim.
Deep Well Packings, Vim.
Diaphragms, Vim.
Diaphragm Leathers, Vim.
Discs, Vim.
Dobby Straps, Vim.
Draper Loom Straps, Vim.

Fan Belts, Vim.
Flange Packings, Vim.
Friction Leather, Vim.

Gaskets, Vim.
Gasoline Pump Packings, Vim.

Hand Leathers, Vim.
Houghton's Cone Belt for Cotton Mills, Vim.
Hydrant Valve Leathers, Vim.
Hydraulic Leather Discs, Vim.
Hydraulic Leather, Vim. Close Trimmed Butts.
Hydraulic Leather Washers, Vim.
Hydraulic Packings, Vim.

Lace Leather Backs, Vim.
Lace Leather Sides, Vim.
Leather, Mechanical, Vim.
Leather, Vim Belt.
Leather, Rigging, Vim.
Linseed Oil Press Packings, Vim.
Loom Straps, Vim.
Lug Straps, Vim.
Lug Straps, Folded, Vim.
Lug Straps, Rocker, Vim.

Mechanical Leathers, Vim.
Metal Tip Cut Lacing, Vim.
Morgan Rod Mill Drive Belts, Vim.
Motorcycle Belts, Vim.

Oil Well Valve Cups, Vim.
Oil Well Packings, Vim.

Packings, Air Brake, Vim.
Packings, Flange, Vim.
Packings, Hydraulic, Vim.
Packings, Oil, Cottonseed Oil and Linseed Oil Presses, Vim.
Packings, Pneumatic, Vim.
Picker Leather, Vim.
Picker Leather Straps, Vim.
Pneumatic Cups, Vim.
Pneumatic Leather, Vim.
Pneumatic Packings, Vim.
Printing Press Packings, Vim.
Pulley Covering Cement.
Pump Cups, Vim.
Pump Valves, Vim.

Rail Joint Insulating Leathers, Vim.
Rigging Leather, Vim.
Roller Covering, Vim.
Round Cord Belting, Vim.

Scrap, Vim.
Slab Leather, Vim.
Strapping, Vim Loom.
Straps, Vim.

Textile Leathers, Vim.
Tire Leather, Vim.

Union Washers, Vim.
Universal Joint Leathers, Vim.
"U" Packings, Vim Hydraulic.

Valves, Check, Vim.
Valve Cups, Oil Well, Vim.
Valves, Pump, Vim.
"V" Belts, Vim.
"V" Tight Vim Belts.

Washers, Bibb, Union, Vim.
Waterproof Belt Cement, Vim.
Wheel Press Packings, Vim.

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This game of politics having been played beyond its limits, and finding that the public is in a humor to demand the making good of the promises of lower fares, the office holders who are in, desiring to perpetuate their power, proceed to dodge their responsibilities by passing the buck to a commission.

Some railroad managers have met the issue by taking an active part in politics and organizing their employees and entering into a conspiracy with their employees to pay them an exorbitant wage in return for their votes for such candidates as the management may suggest.

Then as a result of this condition, comes forth the politician who is out and wants to get in and he promises a permanent remedy, by advocating governmental ownership of our railroads. As a result of which the public comes to the conclusion that the fault is all with the railroads, when in reality it is with the public itself.

The dear public sells its right of franchise for a mess of pottage and then objects to the bargain.

The negro who sells his vote at each election for a dollar; the keeper of a disorderly house who sells his political influence for police protection, and the bootlegger who contributes liberally to campaign funds for the promise of noninterference with his illegal pursuits, are pronounced outcasts from society, but the man who sells his vote and influence for the purpose of obtaining an unreasonably low carfare, continues to pose as a leader of society; the model of reform and a savior of the people.

Rastus! Bring in the disinfectant.

The Meaning of Civilization

WHEN the aboriginal man wandered where he pleased and how he pleased, interfered with only by the elements and the opposition of other aborigines, he enjoyed the rights of personal liberty to the highest degree.

He, nevertheless, was subjected to the higher laws of nature. That is to say, he did not work as long or as little as he pleased, but was compelled to apply his energies in at least a sufficient degree to support life.

As each man preyed on each other man, he was not entirely free from the influences of others of his same race. He was compelled to keep muscular, and to employ stealth, ingenuity and craft in order to avoid being annihilated by some other human being.

Just as no beast was ever perfectly free, no man was ever absolutely free to pursue his own desires.

As a matter of fact, it must be self-evident that the aboriginal man, who enjoyed the maximum of what we are now inclined to refer to as personal liberty, worked longer and harder for less returns than the most impoverished of our present generation. So it cannot be claimed to be an exaggeration to say that the poorest of the present is better off than the richest of the aboriginal times.

The reformer in his enthusiastic desire to perfect the present condition, is apt to lose sight

of the fact that we have made tremendous progress under the very conditions which he so forcibly condemns.

I admit the fact that we have done well is no evidence that it is not possible to do better. But I deny there is any evidence that we have not so far done well. I also deny there is much evidence that we might have done better.

The great difficulty as I see it is to convince folks that there is good in all evil and evil in all good; that sacrifices must be made for all benefits and that it is impossible to obtain something for nothing.

When two people become married they are supposed to gain by the union, but the gain is only accomplished by the surrender of certain personal liberties which each enjoyed when single.

Likewise with each step forward in civilization, whereby additional advantages are enjoyed because of advanced civilization, each individual must surrender some of his personal liberty in payment of those advantages.

If we are to have good roads, electric lights, police protection, public parks, art galleries, hospitals and educational privileges, we must pay for them in the form of taxes, which means we must work longer and harder than we would have to do, had we not those privileges.

At least it means that on the surface, and the reformer is apt to argue, "But the additional advantages gained by these privileges ought to make the sacrifices worth while, otherwise the privileges are not worth their cost."

One cannot become a member of church or a fraternal organization without sacrificing one's personal liberty. When one enters into partnership with another in business one must surrender much of his personal liberty and when one incorporates one's business and takes in outside stockholders, one again sacrifices one's personal liberty. To have children means to curtail one's personal liberty. The meanest people in the World are those who refuse to become parents for fear of losing their personal liberty; who refuse to enter into the marriage state because it will curtail their personal liberty; who refuse to subscribe to worthy charities for fear the money thus subscribed might be necessary to enable them to satisfy their selfish desires of personal liberty.

It is, therefore, self-evident that this personal liberty stuff is worked overtime. And yet there is a certain sort of personal liberty which is necessary for mankind to enjoy, in order that the maximum of happiness may prevail. But it requires a great nicety of judgment to ascertain exactly what sort of personal liberty that is.

It is self-evident, however, that in the passing of all laws the greatest care should be taken not to curtail the personal liberty of the people any more than absolutely necessary, as every such curtailment is certain to reduce the happiness and contentment of the people proportionately, and inasmuch as the success of all governments depends directly upon the happiness and contentment of their peoples, it may be seen that the very success of the government itself depends upon its people possessing the maximum of personal liberty.

Off the President's Bat

ABRAHAM LINCOLN, in my opinion, was the greatest American.

Of course, there may have been others, but perhaps they did not have their opportunities, or were not so much in the public eye.

Abe was a lawyer, but he was not highly educated.

He was not of the highly refined.

But he said a lot of things, which had the right ring.

For instance, he said, "The Lord must love the common people, or he would not have made so many of them."

What are "common people?"

If they be people with common sense, God bless them.

The commonest laborer in our tannery, who is helping in the production of a piece of perfect leather, is a more desirable and useful citizen than the man who has all the learning that numerous courses in college may have given him, but who cannot put that knowledge to some purpose which will be useful to his fellow man.

The tannery laborer may not be able to use good grammar; in fact, it is more likely he may not be able to speak the English language. He may not object to bad odors; he may even eat with his knife and thus shock the so-called, refined instincts of the upper class. But when

it comes to building a nation, he is worth his weight in gold, as compared with the average so-called literate.

I am not defending illiteracy and have no brief from the illiterate. But I am defending usefulness and I usurp the right to defend the useful.

It is the damnable self-importance of the literate, when he comes in contact with the useful, that makes for class hatred.

A man who has accumulated a fortune making pork products better, cleaner, more palatable, freer from contamination of disease germs and at a reasonable price, is worth millions and millions more to society than the chap who has crammed himself full of the classics, literature, and science and has been able to do nothing with such knowledge.

"Really, Mr. Carpenter, don't you know, I don't see how you can accommodate yourself to such vulgar people," is something which has been said to me, because of my being a good mixer.

I often feel like saying, "Really, Mr. Doe, don't you know, I don't see how I can tolerate such ignorant intelligence."

I don't suppose I am going to be very popular when I say that I like war, but nevertheless, when it comes to war, every son-of-a-gun of us is on the same level and real level. We don't ask whether or not the other fellow is a son of a pork packer; a professor of college; a baker, butcher or candlestick maker. We ask, "Are you brave and loyal?"

I claim and I claim without reservation, that education and refinement, as desirable as they may be, are tremendously overdone.

If, after a man spends four years in college he settles down as a clerk, he is a clerk in spite of his college education and he has wasted the four years in college.

A good father (at least he thought he was good and intended to be good), said to me the other day, "I am sending my son through college, because I don't think boys without college educations can compete with those who have college educations."

Now I think that a father should know why he should send his boy through college, even if he does not know why he is doing it.

Would Henry Ford have been better fitted to have competed with his college bred competitors had he gone through college?

Would Thomas Edison have been a greater wizard of electricity, had he been a college graduate?

Would Westinghouse have been a more successful inventor, had he possessed the foundation of a college education?

Would I have made a better success of the business of E. F. Houghton & Co., had I been a college man?

Of course, no one can answer these questions. Ever since I have been earning my living, I have felt the want of a something, which I am pretty certain is more knowledge, but whether it is knowledge in the form of a college education or

not I do not know. How can I know, unless I actually experience a college education?

I favor a college education, at least for those who can afford it. But I think we ought to have specifications issued, describing just what a college education is, and what it will do. So many fellows go through college with the thought that it is the finishing stroke to success instead of the beginning.

It was neither poverty nor disinclination on the part of my parents to pay the cost, that deprived me of a college education. My Dad was a college man and was ready and amply able to pay my way through. But my observation was that the college men started in so many years after the chaps who went to work after a prep course, that by the time they caught up with the noncollege chaps, the noncollege chaps had absorbed in a practical way, about as much of that particular sort of knowledge as was required to make them successful in their businesses. So I selected to go to work.

Of course, success in life does not begin and end with a business success. God forbid! Neither does it begin nor end with being able to know most. Education or no education, knowledge or no knowledge, a man's success should be measured by what he has been able to do for others. And nothing else should count.

Have the best lawyers been those who have taken a degree in college, or those who have read law in an office?

My own opinion is, that whatsoever makes for concentration and aids in elimination, makes for success. I believe that knowledge of one

thing, which detracts from successful application of knowledge of another to that object which the possessor of the knowledge has chosen as his life's work, is detrimental rather than beneficial.

In other words, I stand pat on the belief that it is thoroughly possible for a fellow to know too much.

The late wizard Steinmetz had it all calculated that in a few years no one would have to work more than 10 hours a week.

"Fine!"

Said most folks.

But I say to you that when it comes to pass that human beings don't have to work more than 10 hours a week, the race will degenerate, for "Satan finds evil for idle hands to do." Idleness has been the curse and industry has been the blessing of mankind and they ever will be. I never get into trouble up north here where I am busy, but down there in Florida when I am bumming—well, that's different.

The sooner that every one is impressed with the fact that it is his duty to do the best he can and if it so happens that one of us can do better than the other fellow, that it is one's duty to help the other fellow, the sooner we will realize God's intentions in placing us here.

Artists produce art for all; writers write for the many; doctors heal the populace; lawyers advise those not well-versed in the law; and so it should continue through every vocation.

We are not here to get all we can for ourselves, but to get all we can to help others.

There are working people who punch the time clock with but one thought, "How much will be in my pay envelope on pay day?" and that is the one and only thought that guides them.

Well! You know and I know that this sort of chap doesn't get anywhere for himself or the company.

Likewise with the company. If it calculates the amount of profit it is going to make on each individual order and each individual effort, it is not going to get very far.

The one thought should be, "What can I do for others?" Which after all is merely another way of expressing the thought that the guiding influence should be THE FELLOWSHIP OF MAN.

The question of the day seems to be, should a woman have a college education?

Now as we see it, if she is good looking it is unnecessary and if she is not, it is insufficient.

Some men are so naturally lawless that they would violate the law of gravity if it were possible.

Because a man is a martyr, or willing to be one, does not prove that he is right or his cause just. There have been more martyrs to vice than to virtue.

Man differs from all other animals, inasmuch as man bargains. The basis for each bargain is self advantage, the best being where the advantage is mutual.

Willie Wiseman

THE other day Willie was standing on the steps of the General Offices in Philadelphia, when he noticed an automobile being towed up the street by the repair wagon of a used car concern.

Willie thought he recognized something familiar about the car and sure enough there was no mistaking the fact that it was the Old Man's famous "Fierce Sparrow," either going for repairs or sold to the second-hand dealer. Inquiry revealed to Willie that the latter was the case.

"Well!" said Willie. "He may get a better car, but Willie will bet that he will never get another one which will run so far without a carburetor."

The "Fierce Sparrow" was of the vintage of '76 and while it always seemed to go, so long as the Old Man did not try to dissect it on the road, Willie always expected that some day when Willie was in it with the Old Man, seventy miles from nowhere, it would take one last dying gasp and die right there of old age, so Willie was somewhat relieved.

Therefore, when the Old Man invited Willie to take a ride down to Harvey Cedars, Willie accepted with a little less hesitancy than usual. Not that Willie had the option of declining. The Old Man's invitations are his commands.

But anyway, we went down in a spick-and-span new car and arrived at the Harvey Cedars Outing Club in due time.

The next morning we boarded the Old Man's new boat, the VIM, which is a sea skiff of the rum-running type. Willie with a few other celebrities, such as judges, mayors, newspaper men and the like, boarded the VIM and we went out the Barnegat Inlet for a try at sea fishing.

We were well beyond the twelve-mile limit and had been fishing with fair success for a half hour, when Willie's pleasure for the day was spoiled, for one of the lawyers, not being able to resist his professional habit of asking questions, asked the Old Man what make of engine he had in the VIM. "It's the engine from my old 'Fierce Sparrow' car," was what he replied.

Here was Willie congratulating Willie that he had escaped the hazard of being stalled with this octogenarian engine on dry land, now taking a chance twelve miles at sea.

But the gosh darned thing did go like the wind.

Man, know thyself! All wisdom centres there.
—*Young.*

The average working person thinks that the boss spends his entire day smoking dollar cigars and doing nothing. We could easily comprehend why he should have this opinion, were it not for the fact that we never could learn what the average working person imagines the boss has all of his secretaries and assistants for.

For General Lubrication

WHEN you want a lubricant combining the virtues of oil and grease, with the defects of each eliminated, be sure to try

HOUGHTON'S

REG. U. S. PAT. OFF.

Absorbed Oils

Ordinary lubricating greases consist of a soap base charged with oil. Soap is a poor lubricant and usually contains alkaline crystals, which act as grit on the bearings.

HOUGHTON'S ABSORBED OILS are lubricants in themselves, charged with the proper variety of oil for each use. *They are 100% lubricants.* The grease holds the oil in position to lubricate and is not easily thrown from the bearings.

HOUGHTON'S ABSORBED OILS will not gum, thicken or harden. There are many consistencies, one thin enough for use in an ordinary oil can, and most of them stainless.

Prices and particulars upon request.

E. F. HOUGHTON & COMPANY

Write nearest address inside back cover

OABS-4

Continued from page XI

This incident reminds me of an event some five years back. I was booked to make an address in Harrisburg and as it was in the spring of the year and the roads were most excellent, I concluded to motor up, as my old chum and the Company's English Agent, the late Mr. Edgar Vaughan, was visiting me and I wanted to show him a bit of Lancaster County, Pennsylvania, which they do say is the richest farming county in the United States.

While Vaughan and I were over in the Leather Shop talking business just before starting, a long distance telephone call came in from Reading, Pa., for an emergency belt, for a break down job. "Machinery idle; want to run tonight; must have the belt at once," and all that sort of thing.

I had originally intended to make the trip in my Stutz runabout. While the clerk was talking over the 'phone, I took the receiver from him; noted their desires and assured them that I did not know how I was going to do it, but I would have the belt at their place (60 miles) in 3 hours. I then ordered the big Marmon touring car, and in less time than it takes to tell this, was hopping along, regardless of the speed laws, for Reading (which is directly on the

way from Philadelphia to Harrisburg) with the belt in the rear tonneau.

In just 2 hours and 28 minutes from the time I hung up the receiver, Vaughan and I carried the belt into the receiving room of the customer who ordered it. I insisted on seeing the superintendent, saying that I had been instructed to ascertain if the belt was right in every particular. The superintendent came in, looked at the belt, looked at me and said, "I'll be blankity blank, but that is what I call service."

I never made my identity known; neither did I introduce Vaughan. All Vaughan said was, "Rather unusual, I would call it."

As we were about to leave, the superintendent said, "Wait a minute. Here are a couple of good cigars," and (slipping me a five-spot), he said, "And get yourselves a bang-up dinner before you go back."

Of course, I took the five. That made the romance complete. It was the first time in years I had ever received a tip and the second in all my life. I have been afraid to tell the story before, for fear the Federal Trade Commission would cite me for receiving graft. But I am informed that the

graft being intra-state, is not under the jurisdiction of the Federal Trade Commission.

"Don't we got fun?"

Well, that's that.

WE have been receiving many complaints of late concerning a Chicago leather belting manufacturer whose representatives are claiming that they make VIM Belt Leather and that their imitation of VIM Leather Belt is the same as the original VIM.

If you happen to run across one of these lick-spittles, just bet him that you can prove he is a liar; wire me and I will take the bet off your hands and give you 50% for placing the bet. As to the amount, that doesn't make much difference. Name the bank to which you want me to wire the money.

So that's too much of that.

HEART TO HEART TALK

WE have received considerable favorable comment upon the central insert such as we have in this edition (which we have run once or twice before), from readers who say that they never knew before exactly what business we were in.

But the insert specifies only what we make. Our business in itself is rather peculiar.

Previous to 1865, the date of the establishment of our business, the industries used tallow, olive, sperm, lard, fish and other staple greases and oils for their requirements. The business object of Houghton was to make special oils for each particular use, which would be best for that particular use, because of being made especially for that one purpose and no other. And we have been at it ever since, excepting that we have added heat treatment products and mechanical leathers to our original line and we are replacing standardized special greases, oils, leathers and carburizers as well as the staples.

In other words, if you are using tallow for any purpose, we can supply you with a product which is better because it is made for that purpose; if you are using cylinder oil in your engines we can give you Houghton's CYL-TAL, which will reduce the cost

one-half and lubricate better. If you are using lubricating oil we will furnish Houghton's Absorbed Oil, guaranteed to reduce the cost 50% and do away with all oil drip, and so on.

Our customers are scattered all over the Industrial World and we are represented in each industrial center. Those who use the Houghton Products are among the foremost industrial establishments in the World.

In one of our large cities in the middle west where the club spirit of fellowship has not entirely gone out with the advent of Mr. Volstead's rules and regulations for the morality of others, some months back, a number of gentlemen were sitting in the lounge, enjoying their after-dinner weeds, among them being a Houghton representative.

The men were practically all associated with "Big Business," and the conversation turned to the subject of the difficulty of obtaining a diversified list of customers and markets covering wide areas for products marketed by the manufacturer, direct to the consumer.

"I will tell you what I will do," said the Houghton representative. "Let anyone

here select an issue of *The Saturday Evening Post* of some future date, and we will take the list of advertisers and I will wager 3 to 1 that each advertiser, who operates an industrial works, is using some one or more of the Houghton Products, each advertiser to constitute a distinct bet in itself.

I am informed that the wager was taken and our representative stood to lose a substantial sum, but that when the decision was made, he won every bet. That is, 100% of the advertisers operating manufacturing plants, used one or more Houghton Products.

Every month after The LINE is mailed, I receive letters from those who tell me that I am writing about subjects about which I know practically nothing.

I am frank to admit that when I have one opinion and a reader has another, one of the two of us must be wrong.

I am personally very skeptical of the man who professes to know it all. There is a limit to the knowledge of any man, admitting that one man may have the capacity, as well as opportunity, to know much more than the other. But there is no limit to one's beliefs. One can keep on adding to one's beliefs without end.

While I do not tire my readers by explaining in every issue that my information is largely organizational and not individual, yet I have told my readers so repeatedly, and have always featured the fact that I make no claim to personally knowing it all.

If I make a statement in these Talks, I believe it at the time I make it, and that belief is based upon information which I receive from the Houghton Research Staff, or other reliable sources. But the reader will at least credit me with not being deterred through fear of adverse criticism, from giving frank expression to my opinions and that I at least have the courage of my convictions.

When it comes to actual, personal knowledge, I think that I have gained more from the near editing of The LINE than from any other source, because when these differences of opinions arise between The LINE readers and myself, I naturally investigate and eventually KNOW the truth. Furthermore, every one who conveys information to me, knows that I am more than likely to "shoot" it in these Talks and that it must then stand the blunt of public criticism, and that they may eventually be

called upon to prove their statements and for that reason members of our organization are slow to give expression of opinions to me, until they have been well confirmed. Then again, we have our own differences, debates, investigations and all that sort of thing within our own organization.

I have been making certain statements in these Talks concerning HOUGHTON'S ABSORBED OILS. Briefly described these oils are composed of a film oil base, which creates the film that keeps the metal surfaces from coming in contact, in which film oil is absorbed the lubricating oil. The lubricating oil functions between the two surfaces of the film and the metal surfaces. I have stated that their use will reduce the cost of lubrication 50% and avoid all oil drip and the resultant annoyances and fire risks.

My statements are either true, partially true, or untrue.

They have been particularly free from contradiction, but I explain this because there is so little general knowledge about the subject of lubrication, rather than because every one agrees with me.

But if ture, there is not a reader of The LINE but who is vitally interested. The ascertaining of the truth is not a matter of much trouble or expense and necessitates no intricate laboratory test, conducted by experts. Here is the simple manner in which it may be accomplished:

Tell us the type of machinery you wish to lubricate and we will select the proper variety or grade of HOUGHTON'S ABSORBED OIL known to be best for that type, for we are not offering a cure-all.

Then order a trial drum and try it for one week or two on one machine; that proving satisfactory, extend the use to all of the machines in one room; that proving satisfactory, extend the use to an additional room and so on until the entire plant is being lubricated with the product, being careful, however, that in the extension of its use you follow precisely the same judgment you would in using lubricating oil and see that the proper grade of HOUGHTON'S ABSORBED OIL is used for each distinctive type. In this connection I might add that each grade of HOUGHTON'S ABSORBED OIL will cover a wider range of use than each grade of lubricating oil, so that the bother of numerous varieties of lubricating oils will be decidedly reduced.

Let me cite just one personal experience. I happened to be lunching in a purely social manner with one of America's foremost upholstery manufacturers and he casually mentioned that he proposed to install direct electrical drives on each one of his looms.

"I don't think you will find that the individual direct drive is an economical proposition," I ventured to say. Whereupon he replied, "I know that, but I want to get rid of the everlasting loss and nuisance of oil stains from the overhead machinery," was his comeback.

I suggested that before he went to the heavy expense of making the installation, he permit me to send one of Houghton's representatives to see him. He acquiesced and they are still running on the group or room drive, using HOUGHTON'S ABSORBED OIL and claim that they have not had a single complaint of oil stains since.

Here was a saving to the customer not only of the large first cost of installation, but also an additional saving in power in every unit of time of operation, plus a saving of 50% in the cost of lubrication.

Surely this is worth investigation.

HEART TO HEART TALK

Don't postpone taking this matter up until one of our representatives happen around, for our men are busy every minute of their time responding to inquiries. Just drop a postal to the nearest address given on the inside back cover of this booklet, stating that you are interested and this will bring a prompt response.

Of course, the whole matter might be transacted through the mail, but a personal interview is usually more satisfactory.

So that's the whole of it.

CHAS. E. CARPENTER,

President.

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The cobbler who can repair a shoe is of greater benefit to the community than the man with a college education who does not know how to use it.

Comm RR

PRICE TWENTY-FIVE CENTS

The HOUGHTON LINE

REG. U. S. PAT. OFF.

THE LIBRARY OF THE
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UNIVERSITY OF ILLINOIS

VOLUME XXXII
NUMBER THREE
OCTOBER, 1924

Pixturs

A
MODERN
LINE
OF
THOUGHT

RR

"As manufacturers of springs, our problem is increased production, which necessarily means increased sales. Reclamation of springs naturally reduces sales, therefore, the problem of reclamation of springs is no more the problem of the railway spring manufacturer, than is the salvaging of used automobiles the problem of the automobile manufacturer. Just as the better salvaging of used automobiles affects the sale of new automobiles, so the salvaging of discarded springs affects the sale of new springs. The problem is surely not ours. If the problem is yours and you have a solution, go to it and welcome to it."

I mention this fact because I understand that there is considerable difference of opinion among R.R. blacksmiths and metallurgists, as to whether or not a spring which has once permanently set may be properly and profitably reclaimed.

I believe that in all fairness to the problem, it should not be decided upon the evidence or attempts of those who are not interested in the finding of the proper solution, particularly those whom the proper solution will affect adversely.

Personally, I believe that we can show any blacksmith how he himself can reclaim permanently set springs (car or locomotive),

so that they will be equal to new and in many instances better than new.

Equal to new, where the best heat treating processes have been applied in the manufacture of new springs and better than new where the best process of heat treating has not been applied to new springs.

I base my belief not upon theory, but upon the common sense fact that we have done it repeatedly and have the evidence of those who are doing it to support my belief.

The story of how to do it is too long to tell here in print and besides it is always best to be certain of the conditions before we give our advice, for conditions do differ, particularly as to facilities and naturally the thing should be done right, or not at all.

If any railroad man is interested in saving his road thousands of dollars per annum, in the manufacture, repair and reclamation of his springs, he has but to make his wants known to the nearest address on the inside back cover of this booklet.

Railroad men are conservative and slow to change, as they should be and it is greatly to their credit that they are and, therefore, we find quite a few who are inclined to doubt that a concern not identified with the manufacture of springs, should be

able to solve so important a problem. To those I would simply say that the problem of the reclamation of railway springs, is a heat treatment problem pure and simple. E. F. Houghton & Co. have specialized on metal heat treatment products for over a half-century and are the unchallenged leaders in the manufacture and sale of this line of products today and have originated 100% of the first quality products used in the various processes of the heat treatment of steel. To bring about this accomplishment, they have had to make a careful study, not only of the chemistry of products, but of metallurgy in general and processes of heat treatment in particular.

Fully 95% of the prominent steel heat treaters of two continents are using all or some of the Houghton Products and the Houghton Research Staff has contributed its metallurgical knowledge to the World in a book entitled, "PRACTICAL METALLURGY FOR ENGINEERS," of which there have been sold over 5000 copies, at $3 each.

PRACTICAL METALLURGY has been adopted as a textbook by many of the leading institutions of learning, specializing upon metallurgical courses.

HEART TO HEART TALK

If you desire a copy of PRACTICAL METALLURGY, send $3, with your order, and address:

DEPARTMENT OF PUBLICITY,
E. F. Houghton & Co.,
P. O. Box 6913,
Philadelphia, Pa.

PRACTICAL METALLURGY has been compiled, edited, printed and completed in every detail within our own organization, but as the Houghton Print Shop is operated exclusively for E. F. Houghton & Co. and our Department of Publicity has no book-keeping organization to permit of opening charge accounts, it is imperative that the $3 shall accompany the order.

The selling price of PRACTICAL METALLURGY is only a fraction of its cost, as you will appreciate if you obtain a copy, for the information contained therein was most costly of compilation.

While PRACTICAL METALLURGY was compiled by the Houghton Research Staff, under the direction of Mr. George W. Pressell, Chief of Staff, we paid some $5000 to prominent metallurgists, in no way associated with the Houghton Research Staff and, therefore, in no way prejudiced, to review, criticize, correct and proof the copy before we permitted it to go to press.

The testimonials which we have received from those who have obtained copies of this most valuable book, are many and most flattering, a half dozen or more coming from those noted as authorities on metallurgical subjects.

E. F. Houghton & Co. are not in the book selling or publishing business. They publish no books for profit. They publish no books upon subjects which have been treated fully and meritoriously by others. It is only where the records of over a half-century of practical research have given the Houghton Research Staff unusual opportunities to learn that which it is impractical for others to know, so fully and completely that they feel it is their duty to contribute that knowledge to the public, that they publish their knowledge in book form.

Much of E. F. Houghton & Co.'s so-called advertising literature, as well as these Heart to Heart Talks, are really technical treatises upon technical or other subjects closely allied with the industries.

The reader will, of course, understand that while I prepare these Talks in the first person singular, they must not be interpreted as being boasts of my personal accomplishments. They refer to the accomplishments

of an organization which existed years before I had any connection therewith. It would be as unfair to accuse a railway official of boasting, who might refer to the accomplishments of his road, as to accuse me of boasting because I refer to the accomplishments of the organization of the House of Houghton, of which I am only one human factor.

Fate has placed me in the position of Chief Executive of the Company into the employ of which I entered 45 years ago as an office boy and, of course, I am very proud of what "our boys" (as I call them, although many of them are gray), have accomplished and naturally I delight in praising them all.

Years ago, in fact even after I began my business career, it was the custom of the heads of houses to visit their trade personally. Not particularly to talk business, but in a sort of a semi-social way to chat about things in general and supply the personal touch between buyer and seller. "Big business" has made this impractical. I would appear a sorry lot trying to call personally on the 50,000 or more users of Houghton Products, 35,000 of whom are located in the United States.

The HOUGHTON LINE is intended to make up for the condition which has been

created by "Big business." It is the personal touch from the President of E. F. Houghton & Co. to those fellows of industry who direct the use of the Houghton Products.

These Heart to Heart Talks are mostly "shop," but the inside 24 pages never refer to the Company's business in any way and are as religiously guarded against the intrusion of sales arguments, or technical subjects, as are the editorial columns of a paid subscription publication.

There is an edition of The LINE every month covering practically every industry. The editorials of all are the same, but the Heart to Heart Talks differ in each. For instance, it would be a waste of good time and money for me to talk as I do in these pages, to a woodworker, a paper manufacturer, or a textile mill man.

Just as a reminder I would mention that E. F. Houghton & Co. was established in 1865 by two brothers—Edwin F. Houghton, a merchant and prominent citizen of Philadelphia, and Dr. Charles Houghton, one of the most eminent physicists of his time. The object of the business was to study the requirements of the industries in oils and greases. In 1872 they added heat treatment products to the line and in 1896,

mechanical leathers—belting, packings, etc. —were added, so that today the business of the Company is the manufacture of oils, greases, heat treatment products and mechanical leathers.

For the most part, the Houghton Products are out of the ordinary. That is to say, we do not manufacture the sort of products the other fellow makes. The exceptions to this policy are, of course, where imitation has been created by the success of the Houghton original.

We have plants in Philadelphia, Chicago and Detroit, with distributors in every place in the World, where it is practical to sell our products.

And yet I would not have you think that I am boasting of the Company's bigness. We are not big as manufacturing concerns are big in these days, our net worth, as I remember it from our last financial statement being approximately $2,000,000. Every dollar of the stock of our Company is owned by those connected with the Company, or members of their immediate families, so in reality we are one big Houghton family.

The policy of our Company is to take our customers into our fullest confidence. By customers I mean not merely those

individuals who actually order the Houghton Products and pay the bills, but also the men who actually use those products and who are held responsible for the results produced by their use.

We have neither secret products nor secret processes and we do not sell nostrums or quack products. If we do things better than others, it is rather because of longer experience, superior knowledge, due to better opportunities to learn and knack, than any particular secret. Of course, there is the usual knowing how, which exists in a railway shop, as well as elsewhere, which may be in a measure considered secret. Sometimes the machine or apparatus with which the doing is accomplished, is patented, or is original with us and we possess corresponding advantages. But we sell nothing which is mysterious or difficult of understanding.

Above everything I would have all railway men understand that we are not selling "laboratory products." By that I mean that we do not take the results of laboratory experimentations and offer them for practical use. The Houghton Products are invented—if invented is the proper word—rather the other way about. Our field men learn from the practical men, their requirements; take the story to the laboratory

men and then when the laboratory men finish with it, they carry the product back to the practical man.

NO HOUGHTON PRODUCT WAS EVER OFFERED FOR GENERAL USE IN THE RAILWAY SHOPS, OR UPON THE ROAD EQUIPMENT, UNTIL IT WAS FIRST TESTED AND USED IN A PRACTICAL WAY AND PRONOUNCED SUPERIOR FOR THE PURPOSE, BY AT LEAST SIX PRACTICAL RAILWAY MEN.

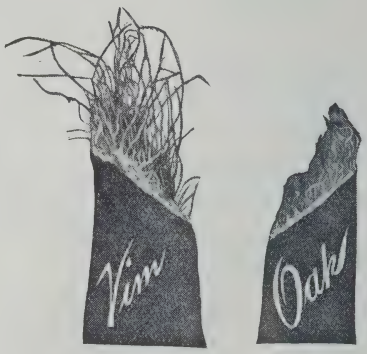
We have not acquired our knowledge and experience by any school of correspondence course, but in the school of hard knocks and the college of experience, by coming in direct contact with the real, honest to God, practical users of the product.

We are as shy of the laboratory chemist and of his theories as any railway man and had we all of the money these laboratory men have cost us, we think we could afford to pay a substantial portion of the World's war debt.

Of course, we are in business to make a profit, but you may believe me or not, profit is not our first object. Our aim is to render a useful service to the industries. If profit comes with our success, all very

Continued on page XIV

Fibre Length Means Leather Strength



You do not have to possess much knowledge of fabrics to know that those possessing the longest fibre possess the greatest strength, and this is particularly the case with leather.

The illustration shows VIM and the best oak belt leather broken under the same conditions.

The superior length of the VIM fibre speaks for itself.

E. F. Houghton & Co.

Write nearest address inside back cover

V2-2

The HOUGHTON LINE

REG. U. S. PAT. OFF.

OCTOBER, 1924

VOLUME XXXII NUMBER III

Line Logic

More action—less faction.

The love of money is the root of oil evils.

Remember the stomach is a workroom and not a playhouse.

$tars and $tripes forever, is the way Europe prints it.

American tourists in Europe report seeing much poverty and bring back some considerable of it with them.

It must be an awful sensation for a doctor to find that he has treated a patient for indigestion, when he was amply able to afford being operated on for appendicitis.

It is a poor meeting where the chief features are the ayes and noes.

The Boston *Transcript* says that a dead letter is a letter that died at its post.

When one walks through a cemetery one cannot refrain from wondering where they bury all the wicked people.

The Baltimore *American* says that a man's salad days are those in which he is the most particular about dressing.

One of our old office girls, who went into the movies, writes us from Hollywood that she is playing the heroin, in a new drug-traffic film.

Those egotistical temperamentalists who assert that they are "wedded to their art" and consider going to either Paris or Rome, had better compromise and go to Reno.

War should be done away with because it kills young men, breaks women's hearts and lowers the morale of the contestants and not merely because it is too expensive.

Pixturs

I'VE been to Hollywood; seen 'em make pixturs an' everything.

Had an offer to go in the pixturs, too.

Been in 'em.

You know, Hollywood is not a place; it is a habit, just like Niagara Falls. There are some families who would as leave their members omit the marriage ceremony as omit going to Niagara on their honeymoon.

And so it is with Hollywood. There are a lot of these would-be actors, sad-eyed damsels, men-about-town, society men and club men, who would not consider their lives complete if they did not visit Hollywood.

They leave home with the full conviction that they are going to visit a den of iniquity—that's the attraction—but when they get there they find that the picture industry is a regular business and that discipline, morality and all of the things which go to make up a regular business are in effect and that there is less cussedness going on in Hollywood than there is in Saratoga, Newport, Palm Beach or any other resort largely visited by tourists and that, for the most part, the cussedness is supplied by the visitors.

These visitors who go to Hollywood expecting to find certain conditions, refuse to acknowledge that they have been fooled and they either write home or carry back with them all sorts of stories, which are mostly 100% imaginary.

Of course, when a layman enters one of the studios and sees the performers attired in all sorts of costumes, some of the women being scantily, if not economically clad, the layman who came to find evil, immediately makes evil out of it.

I must confess that it was embarrassing to even one so cosmopolitan as myself to be compelled to interview a lady dressed in tights, with a pink kimono-like thing thrown around her. But the actors themselves think nothing of this sort of thing and there can be no evil if no evil is thought. So put that in your gasoline and smoke it.

As I said in the beginning, I had an offer, accepted it and was in the movies the first day I was in Hollywood.

So you can see that Philadelphia, like unto Hollywood, is libeled. Hollywood is falsely called fast and Philadelphia is equally falsely called slow. I am from Philadelphia, and I am a fast worker.

It happened this way. We were trying to get into the studios to see them working, but there was nothing doing. The writers had all written up the studios to cater to the morbid minds of the magazine reading public. The producers were tired of being lied about. So they shut the lid down tight. No one was to be permitted and above everything else, no writer was to be admitted. The fact that I was only a Near Editor did not seem to impress them.

But it so happened that they were going to take a pixtur of a circus act and they wanted an audience, so our party went around and joined

the mob and I am certain that if you ever see the pixtur you will recognize in that benevolent faced, fat gentleman, with a lot of kids around him, the humble Near Editor of The LINE. I am certain that the camera man got me, for I felt sort of a twinge when it happened. The worst of it is that I forget the title of the pixtur, if I really ever did know it, because I had no thought of writing about my experience at the time. However, I can now add to my various other titles, that of "Movie Artist."

I was made quite uncomfortable while in Hollywood by the fact that folks would stare and point at me and then evidently converse concerning me. At first I thought something was wrong with my attire, but I was subsequently informed that the greatest opportunity open at present in Hollywood is that of successor to "Fatty" Arbuckle; that the producers have a stable of fat men in training for this role and that every fat man who is seen on the streets of Hollywood immediately produces discussion as to whether or not he is an inmate of the fat man's stable.

Of course, I never thought that folks would be interested in anything which I might do for the screen, but then I never dreamed anyone would be interested in reading anything I might write, or hearing me speak. So having gotten into the studio, I thought I would look around a bit and see if I could not have a try at something more exciting than getting splinters in my anatomy sitting upon a rough circus seat, impersonating granddaddy to a lot of strange kids.

But there was nothing doing. Every one was too busy to talk to me. One might as well

be let loose in the interior of a steel works, seeking a job as bookkeeper.

I soon came to the conclusion that getting a job as a movie actor was merely the art of selling. The actor must sell himself to the scenarist, which is what I believe they call the guy who supplies the imagination which creates the pixturs.

So after spending over $5 in night letters to obtain "influence," I finally obtained an interview with one of these scenario animals. A man whose imagination runs loose and is beyond control is, of course, crazy. Therefore, in my opinion, the only question as to the sanity of these scenarists is whether or not they can control their imagination.

Of course, a salesman is a man of business. I always take the short cut, and when I was granted this interview with the man who was to decide my fat, I just put it straight to him and I said, "Arbuckle is done. He made the great error of not being guilty. Had he been pronounced guilty just once, instead of being tried three times and acquitted, he would have been condemned to death; thrown in jail; the women would have wept over him; sent him flowers by the bushel; there would have been a popular cry for his pardon; the governor would have pardoned him and thus made votes and 'Fatty' would be back on the screen at double the salary. 'Fatty' may have had good lawyers, but they were bum business men.

"Now that Arbuckle is gone, the great question is, who is to be his successor? That there is a wide demand for a fat man comedian,

goes without saying. Every enterprising producer like unto every enterprising business man, keeps his eye open for what the public demands and then supplies it first. If the Parchment Studios do not put on a successor to Arbuckle, some other studio will."

My audience had not said a word. He looked as if he were in pain; in fact, at one time I suspected that he had an attack of appendicitis. So I continued, "I think I can fill the Arbuckle vacuum." Then my audience grunted, "Id dakes nodings to fill a vacuum."

But I flatter myself that I am a salesman, so I laughed heartily at his attempt at wit and concluded that if he thought that was wit, I had a good chance to get by, so I continued, "I am strong; possess good facial expressions; am not exactly an acrobat, but I can learn to dance anything in five minutes; in fact, I would be willing to make a try-out of my talents at my own expense. That is, if the pictures are not satisfactory, I pay for them."

"How much you vey?" Inquired my long-haired scenarist.

"Now my friend," said I, "Let's get this straight. I am not selling you my talents by avoirdupois weight."

"Old Svengali" grunted, "Cum dermorror ad nine un I show you vat."

Now I concluded then and there that I did not like that old geezer. I felt as if he had been discourteous. Think of it? Here I was a man with an international reputation; sought by many audiences; whose writings are read by

hundreds of thousands monthly and who turns down more offers for speaking and writing than all the scenarists in Hollywood combined, being grunted at to show up for some unknown purpose at 9 o'clock the next morning.

So I said, "Professor, I don't have to punch the time clock, do I?"

But it seemed to fall flat, for he merely grunted again, "Nod dermorror; maybe nod dat all."

The next morning I showed up at 9 and the little card which the professor had given me got me in. I was supposed to know my own business and, therefore, no one attempted to mind it. I finally located the professor and he took me over to a corner of the lot where they were preparing to shoot something, and said, "Watch der vat man good."

From the talk around me I gathered that they were trying to put on a pixtur, which required a fat male artist, but that the chap whom I was to watch was not exactly satisfactory and that I was expected to watch him, criticize him and then if I had the courage I would be expected to go on and improve on him. So I settled down to my work.

The plot was based on the saying, "Nobody Loves a Fat Man." The hero—his fatness—is in love with a beautiful blond. He attempts to make love to her. I was certain that I could improve wonderfully upon him in playing that part and that it really would not be at all difficult, for her blondness certainly looked good to me. The blond really loves the fat hero, but because of his size and shape he is ridiculed and she has not the

moral courage to admit it, marry him and go to it in getting fat herself. She prefers to accept the attentions of a young engineer.

The heroine is a dare-devil, a sort of a female "Doug," and gets in all sorts of scrapes, which fatty cannot get her out of on account of his size. But what fatty lacks in agility he makes up in strength. He breaks an automobile in half with his arms, just because it blocks the traffic and obstructs the path of the car that the heroine is driving. He tears up railroad tracks with his hands (and deliberately lays them again after his act has stopped the Limited Express upon which his sweetheart is riding) in order that he might board the train and protect her from the evil intentions of the villain.

The particular scene they were shooting which I was detailed to watch was one where the young engineer had gone to the top of a building operation and the dare-devil heroine had attempted to follow him, unknown to the engineer. The fat hero caught sight of her when she was about three-quarters of the way up. The wall began to sway back and forth. They had concealed blocks and tackles to fake this, and fatty with his great strength, was supposed to hold the vast expanse of stone and plaster steady, when suddenly the whole thing collapses and down comes the wall, engineer and heroine all in a heap, on fatty. Every one runs and screams and the ambulances arrive and hustle them off and if Fatty was not bleeding it was the best imitation I ever saw, but I was confused by the fact that the camera men stopped working the moment the wall fell and joined the crowd in rescue work.

I did not propose to have them make a fool of me, so I sat still and tried to have my face express satisfaction and admiration. I thought it was only decent to praise the man whose job I was to get.

If I said he was rotten and I improved on him I would not gain much by the contrast, but if I said he was great and beat his greatness to it, then I would achieve fame accordingly for myself.

As every one seemed to be hurrying through the exit I followed and having lost sight of the scenarist, I went to his office, only to find him apparently in great distress. He was wringing his hands, pacing up and down his small office and passing his hands repeatedly through his hair.

When he saw me he stopped and for the first time gave me a look which sounded like welcome. Then he had a confidential talk with one of his assistants, who invited me into his office and said, "You had better arrange to go to work from 10 to 1 daily until further notice, as that fellow will never be able to complete the film, even if there is enough left after the cut to make a pixtur. The accident was his fault anyhow, and never would have happened had he not gotten excited and thrown his entire weight against the wall. Fortunately, he is the only man hurt." Then for the first time, I realized that the pixtur had stopped with the fall of the wall and at that point reality commenced.

My instructor said, "We will change that scene anyhow. A man of your agility can easily enough climb up after the heroine and carry her

down, and make a good laugh doing it. That other guy was too serious anyhow."

I cannot say that I was particularly pleased with the change, although, of course, I preferred the chance of the rescue to the certainty of going to the hospital from the falling wall. But somehow my enthusiasm began to wane. Selling oil, being a Near Editor, and speechifying did not seem to be so bad after all, as my vision passed out to those occupations and I began to think that the World might do without a successor to Arbuckle.

Just then there came a mighty crash, and I got up, felt a severe pain in my arm, went to the telephone, called up the linen room and said, "Can't you please put a double bed in this room? This is the second time I have fallen out of this twin bed and I will hurt myself if I keep it up. I always sleep in a double bed at home."

The Los Angeles Biltmore is a good hotel and managed well, so in a short time I was snoring in my double bed, a little sore, but I had firmly concluded that I would try to sell some chap a gallon of motor oil the next day, just to do penance to the business I had maligned.

There is a heroism in crime as well as in virtue. Vice and infamy have their altars and their religion. This makes nothing in their favor, but is a proud compliment to man's nature. Whatever he is or does, he cannot efface the stamp of the divinity on him. Let him strive ever so hard, he cannot divest himself of his natural sublimity of thought and affection, however he may pervert or deprove it to ill.

—*Hazlett.*

The Grand Canyon

THE Grand Canyon of Arizona was discovered. I accept the fullest responsibility of announcing this as a fact. Because I have personally seen the Canyon and all of its incomprehensible wonderfulness. There was unmistakable evidence that others had been there before me. But as to who discovered it first, I don't know and you will please excuse me for saying that I don't believe anyone else knows.

The reason I am so particular like about my assertions is that the Canyon is owned by the Government, although the Government forgot to tell Fred Harvey about it, so "Fred" goes ahead and runs it just as if he owned it himself and for that reason it is run right. Were the Government to run it, it would be a mess. The manager would have to spend most of his time before a United States Senate Commission. That is where the shoe pinches me. If I should say some certain guy was the first to set eyes on the Canyon, some Senator would rise in his majesty in that time honored body, known as the United States Senate, call me all the names his vocabulary would permit and move that I be investigated and I don't want to waste any more time being investigated. I have just been examined for life insurance and that's enough.

The book says that the Canyon was discovered by the Spaniards in 1540, but I was not there. Again they credit much to the Spaniards which is doubtful. For instance, I was told, or I read, that America was discovered by an Italian,

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in Spanish ships, to be governed by the Irish, for the benefit of the Jews, but down in Bridgeport, Connecticut, about a year or so back, they were still debating the question as to who discovered America.

Discovering, with me, is like unto inventing; it does not make much difference as to who discovers a place first, or invents a thing first, the man who really performs the most useful service to society is the man who makes practical use of it.

There is the North Pole. What use is the danged thing after it has been discovered? If you were to give the Pole to Doc. Cook, I will bet he could not find anyone who would be sucker enough to buy a share of stock, if he attempted to exploit the place he said he discovered.

What's the matter with that North Pole anyhow? Do they doubt at this late date that Commander Peary discovered it? I'll say he did and I say so, not from what I have read, but because the Commander told me so himself and he looked me right in the eye when he said it. It has been discovered once, why do they want to spend your good money and mine sending up the *Shenandoah* to discover it again? Won't the North Pole stay discovered?

The real guy who put the Grand Canyon on the map was a one-armed school teacher, a veteran of the Civil War, named Major John Wesley Powell, who explored the Colorado River from its outlet at the Gulf of California, in 1869. You see the Major lost one of his arms in the war which incapacitated him for teaching, as this

was in the good old days before all of the wood-sheds had been converted into garages. So he said, "I can lick all the Indians along the Colorado one-handed," and as the country was in a fighting mood, they sent him to explore this great American river, at the expense of the Government. So when he came to the Canyon, the Major said, "Canyon, you are found, if you are not discovered, for like unto Captain Kidd's treasure, there has been a bit of talk about you and, therefore, you must have been seen by some one else, but I found you anyhow, so there you are."

The Canyon is 217 miles long, from 8 to 20 miles wide and over a mile deep.

The railroad ticket agents tell you that you can see the Canyon in a day; the guidebooks advise a week; the El Tovar Hotel folks say it will take a month and in reality it would take a year.

I asked how long it would take a trained body of fire bucket passers to fill the Canyon with water, but no one has as yet figured it out. I was much concerned when I was there, for there were two Hopi (pronounced ho'pee) Indians shoveling snow into the Canyon and no one seemed to be paying any attention to them. Now the Canyon is Government property and why don't those brave Senators who have sworn allegiance to the object of protecting all Government property, see that this depredation is stopped?

You cannot describe the Canyon. The stereopticon and movies are the best you can do, if you cannot visit the place yourself.

I once asked the brother of one of America's most famous muckrakers, who had been to the Canyon, to describe it to me and he replied, "It is the darnedest, biggest hole in the ground you will ever see." So you can take his description for mine.

They say that the Canyon was formed entirely by the process of erosion. Which means that it was formed by the force of the water and wind, with the sand mixed more or less with each, aided by contraction and expansion due to atmospheric heat and cold. I think the geologists who are responsible for that statement, overlooked the part which the destructive force of corrosion has played. Unless a thing actually is damaged by rust, or deteriorates from oxidation quickly, folks are inclined to overlook the fact that this little, old element is getting in its fine work everywhere and while some things (take gold for instance), are called nonoxidizable, they all oxidize more or less.

I do not know to what extent oxidation has been responsible for the Canyon, but they do say that the process of erosion is continuing right along. Like Cascarets, it works while you sleep. The bed of the Colorado River in the Canyon is still 2000 feet above sea level, so the work of destruction can be continued for 2000 feet.

I suppose that when the sea level is reached in the Canyon, the stream will turn the other way and the ocean will roll back into the Canyon and fill it up and form a mighty inland lake. Then tourists will be able to see the whole thing comfortably in glass bottom boats, like there are at Catalina Island and Miami.

But in the meantime it ought to be the duty of these Government-property-preserving-Senators to see to it that everything possible is done to preserve the Canyon from its eventual transformation into a lake. Of course, the honorable Senators cannot control the flow of the waters of the river, or the wind; that is, not yet, but they can markedly reduce the damage caused by oxidation.

You may explore the Canyon in several ways. The most favorite way is astride an animal with long ears, in company with a guide.

I think the animal is called a burro, but I never heard anyone call any of them by that name, although I have heard them called more other names than I can remember.

I have often heard members of the United States Senate referred to as having long ears and I never knew why until I got astride one of these long-eared animals for the purpose of checking up Major Powell's discoveries. Personally, I think the animal is just a plain everyday donkey, so we want to be careful how we refer to a United States Senator as a "burro."

I suppose the resemblance of the animal to a United States Senator is because it moves so slowly; is so dead sure of itself; listens attentively and does as it damn pleases.

I weigh 200 pounds. I think that was about twice the weight of the donkey they selected for me. The guide was a regular feller; wore as much leather as possible and looked like a Hollywood movie actor. I had the laugh on him, however. His hat came from Philadelphia, for to be the real thing out in Arizona one must not only wear a sombrero, but it must be a Stetson.

I don't want to distress you with my distress on that voyage of discovery. I have been on the good Yacht *Franeda* when the seas were washing over her so that you could not see the pilot house from the quarter-deck and felt uneasy; I have been frightened in an airship, but when that animal deliberately started to climb up perpendiculars, scarcely wider than a tight rope, me hugging him around the neck as if he were my sweetheart, there was something inexplainable happened simultaneously to my brain, stomach and knees. And the fun of it was no one laughed at me or did I laugh at them. It is necessary to have special costumes for this act, but the hotel is a Fred Harvey affair and they supply everything. I had one satisfaction; there was a fat blond who looked more ridiculous than I.

When you leave the Canyon for the East the Santa Fe will take you about 7.27 P.M. and then about 10 P.M. they will sidetrack your sleeper for the night at Williams, Arizona. Now no doubt you like unto myself, have frequently said that you cannot sleep in a sleeper, owing to the noise of the train. Well, just go to the Canyon and try to sleep in one of those "Silent Knight" varieties, where there is not a sound of train noise. Try to harmonize all those other noises which you hear, because there is no train noise to drown them and then write me whether or not you will not welcome the train noise in the future, for all time to come.

Please understand, I have been to the Canyon and am, therefore, qualified to write all about it.

Yes, I am!

Off the President's Bat

IT is my misfortune to come constantly in contact with inventors.

Inventors are unique in the fact that they are all alike. Every inventor seems to think that he has an inalienable right to all of the advantages to be derived from his patented thoughts or ideas. Anyone else who may derive any benefit from those patents, is just a 100% parasite, or a necessary evil, in the opinion of the average inventor.

The fact that the government (or its people), does not give one hurrah in Hell for an inventor or his inventions, excepting to the extent to which those inventions benefit the public, never enters the inventor's mind. That the patent laws were originated for the benefit of the public and not for the patentee seems to be impossible of comprehension by the average inventor.

You hear the patentees everywhere complain that the patent laws give little or no protection to the patentee, as if they were created to protect and benefit the patentee. The object of the patent laws is to benefit the public and they would be class laws and illegal were they aimed to protect only the patentee.

In plain words, a patent is a contract between the government and the patentee, whereby the government renders to the patentee, the exclusive rights to his patent, under certain specified conditions, during the term of its existence and one of those conditions is that the patentee shall describe fully and completely

every important detail pertaining to the patent, so that at the expiration of the patent period the public may be informed from the patent records how to produce the patented article. The idea of the patent is to benefit the public, by encouraging the inventor to make a record of his invention, instead of keeping it secret.

An inventor might die and his secret die with him, or a patentee might not be able to successfully market his invention. The latter is largely the case. In fact, the sort of mind capable of inventing most things is the same sort as is frequently utterly incapable of successfully manufacturing and marketing the invention.

The fact that the initiative and application of thought required to successfully manufacture and market a patented article, are just as valuable as that required to originate the article itself, could not be pumped into an inventor's brain with a high pressure lubricating system. One might as well try to convince an artist that trades people are of any substantial benefit to the World.

I once subscribed to a magnificent work of art and in common with the other subscribers, attended a dinner after the unveiling thereof. We had after-dinner addresses by men famous for their art, praising art and artists, but that class of men—the producers—which makes art and artists possible, was ignored.

Take one of these artists through the average manufacturing establishments and he would have a case of nerves from which he would not recover for a week, due to the inartistic condition of things.

The reason for taking out most patents is to prevent the other fellow from doing so. It was a policy of our Company for many years to patent nothing. One day we awoke to the fact that six months after we had our products on the market, patents began to come out of the United States Patent Office covering everything we were doing, or might want to do in the future and we were forced to pay royalties. Had we patented those ideas as we went along, no such condition could have occurred.

Or does the average patentee invent more than a small part of what he claims in his patent. The usual process for the inventor's mind is to take out a basic patent and then permit his imagination to run wild and try to imagine every conceivable way in which the same results could be accomplished, without infringing on the basic patent and then patent these purely imaginative possibilities.

Only the smallest percentage of patents tested in the courts is sustained, which goes to prove that inventors are not entitled to so much sympathy and respect as a class, for only the very smallest proportion of their claims have been held valid.

This working up of the grasping greed of the capitalist in gouging the legitimate profits from the poor inventor, is the mushiest sort of mushy sentiment and in making this statement I have in mind that I have taken out several patents myself.

You would think from the attitude of the inventor that everything original is patentable. While in reality only a small portion of original

thought is patentable. Because a man discovers a thing first, seems to be the inventor's claim to the rights of that discovery; but he does not take into consideration that no man is responsible for the date of his birth. The man who comes after him and who would in all probability make the same discoveries, is entitled to some consideration.

My experience with inventors has been that whensoever they have really invented something worth while, they have been the most overpaid class of people in the World. As a matter of fact, the patent office is viewed by many inventors as a lottery. If they can only invent something worth while they can draw the big prize without work. It is looked upon as a place where there is a chance to obtain something for nothing. And it was never intended for that purpose.

There is not only a universal lack of sympathy for patentees, but there is a general disrespect for patent rights. The patent office contains the records of so many patents which are invalid, that the average manufacturer goes ahead and does what he chooses, and when he is notified of infringement, he refers the matter to counsel and the courts decide and it is rarely that the alleged infringer obtains the worst of it.

The HOUGHTON LINE was an original idea, but I could not patent it. I can copyright the contents of each issue and register the title, but I cannot patent the idea. Anyone may do the same thing, if he knows how and has the courage to spend the money. Or have I needed the protection of a patent, for The LINE has paid far better dividends than I ever dreamed it might.

There is no doubt that wicked men have robbed innocent patentees of some or all of their rights. But wicked men have always been robbing innocent people of all sorts and the class of people who is robbed more than any other, is the capitalistic. You never heard of a laboring man's wife being robbed of a pearl necklace; a burglar breaking into a pauper's residence; highwaymen holding up a bread row, or stock swindlers putting the names of poor folks on their sucker lists.

So why pick out the inventor for all the sympathy?

The most annoying of all blockheads is the well-read fool.

—*Bayard Taylor.*

Money will buy money's worth; but the thing men call fame, what is it?

—*Carlyle.*

We are as answerable for what we give as for what we receive; nay, the misplacing of a benefit is worse than the not receiving of it; for the one is another person's fault, but the other is mine.

—*Seneca.*

Ridicule, the weapon of all others most feared by enthusiasts of every description, and which from its predominance over such minds, often checks what is absurd, and fully as often smothers that which is noble.

—*Walter Scott.*

Willie Wiseman

WILLIE takes it the bandits must feel sore that they overlooked the money which was carried about in grips as a result of the Teapot Dome deal. Willie's sympathies are with the bandits.

Willie's idea of a good all-around golfer is one who can fit the Eighteenth Amendment in with the nineteenth hole.

What Willie wants to know is, how is it that these "perfect strangers," who donated $25,000 to Anti-Saloon League Anderson; and those charitably inclined philanthropists who loan one hundred thousand dollars and then tear the note in half, have overlooked Little Willie? Willie is a teetotaler and has been in the oil business for years.

If there be a future crop of that sort ripening, Willie may be reached care of the Company's Philadelphia Office.

The Old Man told me the other day that he was receiving many letters requesting that he write an article for The LINE as to what he thinks of the "butleiing" of General Butler, in Philadelphia. Willie's opinion is that the Old Man doesn't dare think of it, let alone write about it.

The Old Man invites suggestions for inspirations for LINE articles, why not send Willie some? The Lord knows Willie needs them more than the Old Man. The only suggestion Willie has received in months, is an inquiry asking that

Willie explain what is the difference between cats and dogs. Willie is frank to confess that he does not know, but he does know that there always have been differences between them, ever since Willie has been familiar with both species.

As Willie understands business, it is bad business to destroy good customers and, therefore, he suggests that those bootleggers who believe that they are good business men, should take notice.

Which brings us down to the question which is always with us—Taxes. If we have nothing to tax we kick and if we have something which the government taxes we kick and every fellow thinks he pays too much and the other fellow too little. Why not do away with all of this cause for grumbling and discontent, by levying a direct sales or purchase tax?

Weak persons cannot be sincere.

—*Rochefoucauld.*

Whatever enlarges hope will also exalt courage.

—*Johnson.*

We never know how rich we are until we break up housekeeping.

—*Henault.*

Not everyone who has the gift of speech understands the value of silence.

—*Lavater.*

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Continued from page XI

well and good. Profit must come eventually, or we cannot exist, just as a minister must have money to live, and a doctor must charge for his services or starve. But we do not abandon what promises to be a benefit to the general public, just because it is not profitable at first.

As an illustration, we caried our VIM Leather business at a loss for 12 years and we have never yet gotten back the cost of our original research necessary in the perfection of VIM LEATHER AIR-BRAKE PACKINGS.

We have been made repeated offers for our business, by those who would consolidate other businesses with it, offers so attractive from a money making standpoint that we would most certainly have sold the business long ago if mere money making was our objective. Our business is not for sale.

We are just one big happy family, each intensely interested in his particular work and each enjoying his duties and environment.

As an illustration, I find more real pleasure in writing the copy for The LINE, than I ever found in golf, a yacht cruise or any other enjoyment and if it should come

to pass that instead of paying me what is reputed to be the largest salary paid to any writer in the whole World, for my services in writing The LINE, our Company would feel inclined to dispense with my services, I think that rather than give up the work of near editing, I would pay the Company a substantial sum for the privilege.

I want it also understood that we are not trust busters, or knockers and hold no grudge against those who buy other than the Houghton Products, or against those who sell where we are trying to sell.

We hope we are good sports and accept our successes gracefully and are good losers.

The HOUGHTON LINE is only mailed to individuals and not to companies or departments. As many individuals connected with one company as may desire to have The LINE, may obtain it regularly, if they will send their names, P. O. address, name of the road and position occupied, to the:

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mailing list. Any person already on The LINE mailing list may send in the names of others to be placed on the list, providing, of course, the information above specified is supplied.

So that's that.

RUST prevention was one of the first problems to which the Houghton Research Staff applied its efforts. I am certain that we can aid you greatly on your rust problems, with which every railway shop, roundhouse and road equipment are beset.

As we do not sell cure-alls, there is a different product to meet each distinctively different condition.

Suppose I try to tell you in lay language, briefly, how HOUGHTON'S RUST VETO is the result of a natural evolution of research.

One of the early products produced by our Company was a medicinal preparation known as Cosmoline. It was the original product of the petrolatum family. We made Cosmoline for four years before the Chesebrough Mfg. Co. started with Vaseline and at one time had the entire market to ourselves. The markets were taken from us by the Standard Oil trust and rightfully so. We have no kick. Cosmoline was not our game. The Standard played it better.

We have never uttered a complaint, though had we been permitted to retain the Cosmoline markets, we might have been as wealthy as the members of the Standard Oil group, but perhaps not so happy as we are in our more modest Houghton family.

At any rate, I don't think I would ever have risen to be President of our Company, for I was inclined to industrial research, so I personally am glad of it. Thus proving, "It is an ill wind turns none to good."

Cosmoline was used as an ointment to protect wounds from the atmosphere. So naturally as rust was caused mostly by exposure to atmosphere, we offered Cosmoline for the protection of metal from rust.

White lead and tallow mixtures had been largely used previously and as the lead in itself oxidized and stained and as Cosmoline was more easily applied and removed and cost less, its sales as a rust preventive, under the rather peculiar trade-mark name of COSMIC COUNTER CORRODENT, were successful from the start.

But those who were using Cosmoline, Vaseline, Petrolatum, etc. for rust prevention, objected to the fact that they were all more or less porous, particularly when applied in a film and they were not thorough protections. So Cosmoline was abandoned

and a nonporous product substituted; then the moisture in the nonporous article was objected to and the product was made anhydrous. This seemed to meet the requirements of rust prevention for some twenty years or more, there being several consistencies of the product sold to meet the several conditions. For instance, the same consistency that might be best for a locomotive would not be best for a needle.

Then came the war and the new conditions created by the war. It seemed that the governments engaged in the war were unusually annoyed by the excess of rust, due to the damp conditions of trench warfare. It seemed that no matter how much a rust preventive might prevent rust under normal conditions, when the pieces got into the trenches, they rusted in spite of being given the best of care.

It was then suggested to the Houghton Research Staff, by a prominent army surgeon, that inasmuch as it was the custom of the medical profession to compound with their unguents, or ointment bases, chemicals which would counteract the moisture, and interior corrosive influences, which act on a wound, we ought to be able to compound an inhibitor with our COSMIC, which would have a greater attraction for oxygen and corrosive agents than the metal and this

we succeeded in doing and the product resulting therefrom we have called HOUGHTON'S RUST VETO.

The advantage of using Houghton's Rust Veto is that any such rust as might be liable to occur from moisture in the pores of the metal, or moisture, or acids from the hands of the workmen, is counteracted by the inhibitor in the RUST VETO.

I recite this little bit of research history to illustrate that there is nothing so wonderful about it after all and to further illustrate that the suggestions or inspirations mostly come from the outside.

We sold approximately a million quart cans of Houghton's Rust Veto to the U. S. Government during the war, and while the Government purchased other rust preventives, I am reliably informed that they purchased no other in any considerable quantities and that General Pershing had personally directed that Houghton's Rust Veto should be used exclusively in trenches, when obtainable.

But I don't know that Houghton's Rust Veto will meet all of your requirements. A railroad, as the user of its own production, is not concerned much with rust protection during transportation, or while on the shelves of stores.

We have other products. HOUGHTON'S STEEL GLOSS is one. It is being used in the roundhouses quite a bit. It is a varnish like substance, which is more or less transparent and does not disfigure brightly polished metal, to which it is applied. It is easily removed with the proper solvent.

It is better to drop a line to the nearest address on the inside back cover of this booklet and request one of our representatives to call and talk over your rust problems.

So that's that.

NO one has given more honest cooperation in the creation of proper specifications, than have E. F. Houghton & Co., but when specifications do not specify, they cease to be useful and become an evil.

It has been my observation that many specifications are like unto charity—they cover a multitude of sins.

Specification No. 37, covering first quality leather belting, as issued by the U. S. Bureau of Standards, Washington, D.C., and approved by The Leather Belting Exchange, is a farce, because it does not specify first quality leather belting, which statement I can prove by the literature issued by the individual members of The Leather Belting Exchange, so if any reader

of this Talk is interested in leather belting specifications, particularly Specification No. 37, it might be well to communicate directly with me.

E. F. Houghton & Co. are the exclusive manufacturers of VIM Leather Belting. Competitors call VIM Leather Belting chrome, but that is merely because they know no better. VIM is a mineral tannage, as is chrome, but they are no more alike than is extract tanned vegetable leather belting like the old-fashioned, slow process, oak bark tannage, though both are vegetable tannages.

We sell VIM Leather Belting with the broad guarantee that it will transmit 20% more power, per area of pulley contact, than any other belting, and we welcome all comers in this comparison.

Our opinion is backed by a quarter of a century of experience that VIM Leather Belting will render 100% more service than any other belting. This is, of course, a very broad statement and difficult of proof. Furthermore, it depends upon conditions of service.

A VIM Leather Belt would be the very last belt that we would recommend for use on a trip hammer, for instance. VIM Leather Belt is not intended to slip and

it should be used where it is not necessary for a belt to slip. I mean slip excessively, of course.

Talking about belt slip, you will probably run across the exhibit of The Leather Belting Exchange at some of the railroad expositions. It consists of a modification of the Sprague dynamometer, so as to make it portable. It proves that one belt will slip more than another on that machine and it proves nothing more. Its exhibit is a disgrace to the leather belting trade generally and to The Leather Belting Exchange in particular. It has nothing more to do with the demonstration of belting quality and value than throwing the belts out of the window would have. It is charlatanism pure and simple.

Perhaps it might be better if you became acquainted with VIM Leather by trying VIM Leather Packings upon the hydraulic or pneumatic systems in your shop. We sell VIM Leather Packings, for power service, with the broad guarantee that they will render twice the service of any other packing and we omit no other make in this guarantee. Probably 72% of the hydraulic and pneumatic power machinery, used in industrial plants, is equipped with VIM.

There is no imitation of VIM. The best attempt at imitation is a miserable failure.

VIM Lace Leather is another VIM product. It is considered by many the very best belt fastener possible to use. Of course, it is superior in every way to rawhide. Rawhide products are becoming a thing of the past. Mineral tannage of leather has replaced rawhide for almost every use, excepting for gears, mallets, loom pickers and such service as calls for extreme toughness.

VIM Lace Leather is an ideal fastener for car generator belts. It is thinner than rawhide; stronger in service; will withstand 200° greater heat and is not rotted by extreme cold; is elastic; permits of the use of the smallest lace holes and you may buy it with a metallic tip, like unto a shoe string, so that the operation may be accomplished in the shortest, possible time.

A superintendent of motive power upon a large road, said, "Metallic belt fasteners may permit of the installing of a car generator belt quickly, but they are the greatest cause of loss of belts." Of course, you know that in most states the laws do

not permit the use of metallic belt fasteners in shops.

Then again, we make the best air brake packing out of VIM Leather. By the way, the Houghton Research Staff developed the advantages of using a moulded air brake packing. First, the old-timers said that it could not be done; then after it was done they said it was not meritorious and then they went and done it themselves, as the saying is.

Well, this about exhausts my space for this month's Talk.

So that's that.

CHAS. E. CARPENTER,
President.

REG. U. S. PAT. OFF.

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Whenever you observe a shadow, remember it could not exist without light.

PRICE TWENTY-FIVE CENTS

The HOUGHTON LINE

REG. U. S. PAT. OFF.

VOLUME XXXII
NUMBER FOUR
NOVEMBER, 1924

The Extravagance of the Economical

A MODERN LINE OF THOUGHT

The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

A publication devoted to topics in general likely to interest those not afraid of an idea.

Published spasmodically as often as the Near Editor has a spasm of thought of sufficient intensity.

Mailed free to executives of industrial establishments, others must pay 25 cents or 1/-per copy.

The editorials are worth what one man thought (at the time he wrote them) and no more.

The advertisements are facts.

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E. F. HOUGHTON & COMPANY

P. O. Box 6913

PHILADELPHIA, PA., U. S. A.

HEART TO HEART TALK WITH LINE READERS

By the President

PLAYING the stock market may not be the quickest way of losing money, but it is the surest.

It is almost unbelievable how the suckers will keep coming on, in spite of the proof of their folly. "Give me the privilege of promising the public something for nothing and I do not care what the odds are against their winning, I will obtain unlimited patronage," is what an old-time stockbroker once said to me.

What a farce it was to prohibit the Louisiana state lottery and permit the stock market to continue.

Please do not write to me for advice regarding oil stocks. All I know about them is that the old reliables are very good and as a rule the newcomers very rotten. If there be exceptions to both and there may be, I don't know them.

But it is not in stock gambling alone that the public falls for the something-for-nothing temptation.

Take advertising as an illustration. I pointed out in a previous Talk that cattle were not killed for their hides, but that hides were a by-product and that it did not make any difference how much advertising might increase the demand for leather, no more leather could be produced, because no more hides could be produced. The supply of a by-product is not increased by increasing the demand. Consequently, the advertising campaign which is being conducted to increase the demand for leather products, can only result in increasing the demand for hides, without increasing the supply and this in turn must raise the price of hides, which price goes into the packers' pockets.

All of which is perfectly legitimate and were I a packer I would subscribe to the campaign, because it is an honest, decent method of increasing profits. In other words, any method employed to legally and morally increase demand and thus increase price, is praiseworthy. But inasmuch as I am not a packer and not one cent of the advantage of the increased demand for hides would result in my favor, but on the other hand it would either decrease my profits or increase my costs to my customers to have the price of hides advance, I hope

I am at least within the bounds of commercial sanity when I decline to subscribe to the cost of an advertising campaign which can only result in an increase in the cost of my product.

Now along come the producers and refiners of Pennsylvania crude petroleum and they are going to try the same tactics which the hide and leather men are using.

Without a question, Appalachian crude, more commonly known as Pennsylvania crude, is far superior to any other crude in the World, produced in any considerable quantities. It is superior because it is the only crude from which high grade steam engine cylinder oils can be produced. The best motor oils and general lubricating oils are produced from it and its freedom from sulphur and asphaltum makes the process of refining simpler and less costly.

Pennsylvania crude oil is not, however, the name of a crude petroleum produced exclusively in the state of Pennsylvania, but is the name of a variety found along the Appalachian mountain range from Wellsville, N. Y., through western Pennsylvania, western West Virginia and parts of Kentucky, Tennessee and southeastern Ohio. The volume of production of Pennsylvania

petroleum in both New York and West Virginia is larger than the production in Pennsylvania.

Market prices of crudes are quoted at the wells and naturally transportation costs enter into their value. A refinery will pay more for an oil which costs less to transport. Therefore, Pennsylvania crudes bring a higher price than those warranted by differentials in quality, because they are the least costly to transport to old established refineries, some of these refineries being dependent solely upon Pennsylvania crude.

The better value of Pennsylvania crude is reflected in the market quotations, which in turn are regulated by the everlasting and never ceasing law of compensation and average.

For instance, as I am writing this article I pick up the *Journal of Commerce* and I find the following quotations of crudes at the wells:

Pennsylvania . .	2.75
Lima	1.58
Indiana	1.38
Oklahoma . . .	.75 to 1.25

Now there is just one and only one reason why Pennsylvania crude sells for so much more than the other crudes and that is because the demand is large and the supply proportionately small.

If the supply of Pennsylvania crude would suddenly double, the price would lower materially.

To increase the demand must mean to increase the price.

The supply cannot be increased, for every effort known to the ingenuity of man has been applied to increase the supply and in spite of all this the supply of Pennsylvania crude is diminishing so rapidly that its end is plainly in sight.

No increase in demand created by an advertising campaign, will increase the supply of Pennsylvania crude and therefore there will be no increase in the supply of Pennsylvania crude derivatives, but the increased demand if created, will most likely be supplied by adulterants, for there are many of the refineries equipped to handle both Pennsylvania and the asphaltum crudes and by mixing the crudes before refining them, a most creditable looking substitute for the pure Pennsylvania products may be obtained. But the consumer, the user of lubricating oils, is

certain to get the worst of an increased demand and I cannot see how the refiner of pure Pennsylvania crude can be other than injured by the advertising campaign.

I desire to compliment the producers of Pennsylvania crude on their method of increasing demand by the legitimate and perfectly honorable method of publicity and hope this is an indication that they have abandoned their former questionable practices of attempting to increase the demand for their product by class legislation.

The superior lubricating properties of Pennsylvania lubricating oils are not measured by any known laboratory test. In fact, judged by many standards, the Pennsylvania oils would be inferior, for they rarely comply with the so-called highest standard tests of quality.

The real cause of this superiority of Pennsylvania lubricating oils is in the toughness or lasting properties of the film. In tests made under actual conditions of service, many of the asphaltum oils will show lubricating properties equal to those of Pennsylvania oils for the first periods of time, but the asphaltum oils deteriorate much more rapidly as time goes on. Furthermore, when the bearings are subjected to shock, there is more apt to be

metal to metal contact with an asphaltum oil than with a Pennsylvania oil, because the latter possesses the tougher film. Pennsylvania oils are worth their price all right, but that is no reason why the refiners should boost the price on themselves and their customers, by subscribing to the advertising campaign.

"What shall we do for high grade lubrication when the supply of Pennsylvania crude is entirely exhausted?" Is a question which is continually put to me. So far as the lubrication of general machinery is concerned, the problem has already been solved by HOUGHTON'S ABSORBED OILS, in which the film is supplied by one oil and the lubrication or slipperiness by another oil, which is absorbed in the film oil. These oils will last twice as long and give results equal to the best Pennsylvania lubricating oils.

So far as the lighter machinery is concerned, such as textile spindles, no great film strength is essential and the distillates from the asphaltum oils will serve the purpose; so far as steam engine cylinder lubrication is concerned, HOUGHTON'S CYL-TAL will last twice as long; lubricate much better and remedy all difficulties arising from oil in the boilers. So far as internal combustion engines are concerned,

nothing definite has been accomplished, but as 95% of these engines are now running on asphaltum base oils, we will only be 5% worse off than we now are when Pennsylvania oils are no longer obtainable.

However, sight should not be lost of the fact that the life of the average car could be increased 50% if it were lubricated with the proper oil.

I had a very interesting experience about a month back, when I received an inquiry from one of our distributors in the Orient, stating that they must have an oil equal to or better than a certain brand of motor oil which is sold by garages and supply houses, mostly in original packages. The Chief of the Houghton Research Staff sent out and bought an original package of the oil in question at a garage, not knowing that I had done likewise. So the laboratories tested both samples and were surprised to find that the two oils, although coming in packages identical in every word and mark, tested decidedly different. We then decided to obtain samples from other sections of the United States and out of some thirty odd packages, we found six distinct and different varieties. We wrote the facts to the Orient and requested them to obtain samples and forward them to us, or better still, to have samples tested and send us

the tests of the oil they preferred. Our Oriental friends wrote us as follows:

"We find package same in different purchase. We want oil alike not packages. Seems Chinese folks been buying name not oil. Enclose certified chemists tests of six purchases. All different. Best send what you know with particulars."

Think of it! Hundreds of thousands of dollars spent annually to educate the consumer to use the oil in question in particular makes of cars, while in reality the oil in question varies from one extreme to the other as much or more than the lower priced competing oils. But then what does the average car owner know about lubrication or lubricants? When you think of the bum oil stocks folks will buy, is it any wonder that they will buy bum oil?

It has frequently been said that there is more "bull" in the oil business than there is in any other. I cannot affirm or deny this, because I know but one other business and that is the leather belting business and knowing both the oil business and leather belting business, I should say that the "bull" is plentiful enough in both.

The greatest "bull" in both businesses is of course the specifications which do not specify quality.

Think of this:

By adroit advertising, followed by convenient service stations, it has come to pass that the one brand of steam engine cylinder oil most largely used throughout the World, has been an oil of 600° fire-test and of the highest viscosity, yet this oil is known today, by all experts on the subject of steam engine lubrication, as being a very inferior lubricant for the purpose.

And yet those who did and are still selling and advocating the use of this 600° oil, make loud boasts of expertness and the camouflage they throw around their so-called "Contract" system of selling oils to industrial establishments, is funnier to the experienced oil man than Joe Miller's joke book ever was to the country bumpkin.

Their original argument was that a cylinder oil had to be high in fire-test because of the high temperature at which the oil must function. Well, suppose we look at this in a common sense manner, one void of all of this mysterious sounding phraseology, which the bunkum lubricating engineer, graduated overnight, will hand you, for the purpose of making you believe he is really expert.

The maximum boiler pressure for boilers operating reciprocating engines, is approxi-

mately 125 lbs. gauge. Saturated steam temperature at that pressure is 352° Fahr. So according to the wise ones, a cylinder oil must have a fire-test of 600° in order to lubricate at 352° Fahr.

Now suppose we take an ordinary automobile engine, where the bearings to be lubricated are almost identical with those of a reciprocating steam engine, the difference being that the latter are not so hot as the former and the former are dry, while the latter are wet from the condensed steam.

With the introduction of the internal combustion (automobile) engine, these wise ones insisted that the 600° cylinder oil was the only lubricant and again they gave as their reason the high temperature at which the oil had to function. Their argument was, that as in the case of the steam engine cylinder, the higher the fire-test the less likely the oil was to evaporate or burn. The fact that in both the lubrication of the internal combustion engine and the steam engine, the oil must vaporize to function best, was entirely unknown to these self-appointed authorities on lubrication.

After they ruined millions of dollars worth of automobiles and almost ruined their own reputation as lubricating experts permanently, these 600° Fahr. exponents

Continued on page XIV

HOUGHTON'S

Reg. U. S. Pat. Off.

ABSORBED OILS

RE softer than ordinary lubricating greases, possessing all the advantages of a lubricating grease and the smoothness of an oil.

They are recommended for use where the ordinary lubricating greases are objectionable and where it is necessary to use a lubricant which is not easily thrown from the bearings.

Houghton's Absorbed Oils will not gum, thicken or harden.

They are made in several consistencies, several varieties being thin enough for use in an ordinary oil can.

Prices and particulars on request.

E. F. Houghton & Co.

Write nearest address inside back cover

EOT-3

The HOUGHTON LINE

REG. U .S. PAT. OFF.

NOVEMBER, 1924

VOLUME XXXII *NUMBER IV*

Line Logic

Most alleged majorities are merely groups of minorities.

Love at first sight is not so serious as love continued after numerous sights.

It is all very well for one to get one's reward in the end, but the question is, "Which end?"

It may be all right to take things as they come, but nevertheless we would suggest that one should be careful whose things one takes.

"Gene" Debs is never quite consistent. He upholds Sovietism and condemns the War and yet he claims that the only thing which came out of the War was Sovietism.

They say that Florida is overrun with bootleggers, but then they have no rabbits.

Because it takes a man ten hours to do what he ought to do in five, is no proof that he is overworked.

Women will never have the proper respect for men until the latter decline to be inventoried as an automobile accessory.

If there be a labor union leader who doubts our statement that "Wages are hire," we respectfully refer him to the dictionary.

We respectfully submit for the next competition for the best short word advertising phrase, "IF YOU DO NOT WANT TO BE RUN DOWN BUY A FORD."

Unfortunately a man in New Orleans has been injured by a barrel of wine falling upon him from a truck, which gives great strength to the arguments against light wines and beers.

We understand that there is a commission composed of most learned people, whose task it shall be to ascertain the cause of so many divorces. We profess no great learning, but we nevertheless always thought that the cause for every divorce was marriage.

The Extravagance of the Economical

EVERY sane person desires peace; in fact, all sane people are a unit in their desire for ideals.

The pacifist differs in no way from the militarist in his desire for peace, the main object of war being to bring about peace at the earliest possible period, but unfortunately human life is so much more important than economy in time of war, that wars are waged to accomplish peace, with little regard for the cost of war.

If wars are to be conducted with the maximum of economy, that economy must be applied before and not during the war.

Nothing can be accomplished by ignoring facts. A man is not necessarily a true economist who believes in spending the least money, or buying a product, the first cost of which is the least.

If we cannot have peace without war, then the pacifists—if they are sincere and not false pacifists—should unite and support every effort which will create peace by war, at the minimum sacrifice of human life, cost and suffering.

A nation through its popular opinion, may regulate its desire to attack another nation, but it cannot regulate another nation attacking it. The only way we know how to prevent another nation from attacking the United States is to have it generally known that the United States is prepared to successfully resist such an attack and thus in the event of such an attack, bring

about an honorable peace, with the minimum cost to life and wealth.

When the United States entered the World War, the populace did not run wild with enthusiasm; there were no demonstrations on the streets; every thinking person wore a serious look and the large numbers who gathered around the bulletin boards to receive information, were serious minded folks, but when the news came that peace was declared, the nation ran wild with riotous joy and without any prearrangement or organization, the people of the country stopped work almost to a man, in order to give vent to their joy—not that the War had been successful, but that peace had been declared. And this peace, concerning which the nation was so jubilant, was the result of the most terrible war ever waged.

The World War has emphasized that which every sensible person previously knew; namely, that war must be paid for and it must be paid for by wealth and the wealth of the World must pay for war, no matter where the wealth is produced, or where it exists.

The proportion which each nation must pay is independent of whether the nation was a participant or a non participant, a victorious participant or a conquered participant.

That is to say, the nation with the wealth must pay the most of the cost of the war, irrespective of any other condition. The cost may not be paid in direct taxes, but it must be paid indirectly just the same.

If the war is not paid for by the accumulated wealth in existence at the time the war is waged,

it must be paid for by mortgaging the future production of wealth. The payment cannot be avoided.

The theory of disarmament is thoroughly economical and practical and the economic theory is supported by the pacifists.

The object of disarmament is to make each nation weaker in preparation for attack and thereby lessen the necessity of each other nation maintaining the maximum of strength to resist an attack.

If the criminal classes carried no weapons, it would not be necessary for those guarding private property to be armed, but even were the people to eliminate all weapons from the nation, it would still be necessary to guard private property against the onslaught of superior numbers. A half-dozen unarmed bandits could hold up a pay roll guarded by a single unarmed person, just the same as if all parties were armed.

It is particularly unfortunate that the average citizen is inclined to think only in units of cost of direct taxation and is blind to the enormous waste caused by indirect taxation.

A citizen who would be taxed a direct tax of ten dollars a year for transportation, would look with favor upon any politician, or political party, who would promise to relieve him of such a tax, even though the relief of that tax might cause him to pay eight cents a day additional carfare, or in an indirect way, three times more than his direct tax. The politicians knowing this weakness of human nature, make a study of methods to deceive the public on the subject of taxation and the public is inclined to believe

that whensoever the least direct tax is levied, the most desirable condition exists.

If the reader will accompany me to a jay town which I have in mind, where the most prominent thing in the town is the twelve-mile speed limit sign and where there are no electric lights, no pavements, no gas, no water, no sewerage, no police and few of the other advantages which make for modern civilization, comfort and happiness, he will find that in this town the direct taxes are the least, but the indirect taxes are so great because of the increased cost of doing everything, there is no prosperity and nothing which attracts.

In this town which I have in mind, there has been only one new house built in the last eighteen years.

Every business has within its ranks some one individual who prides himself upon what he calls his economy, or conservatism; he objects to the spending of money for anything.

His argument usually is that the business got along without the expenditure so many years, it can get along at least a little longer.

I was very much amused at a certain noted pacifist, whom I heard make a public address, in which his main argument against proper military preparedness was that it was foolish to tax the people to prepare for a war that might never come to pass and yet I heard that same individual make an address in favor of compulsory vaccination.

In other words, he argued that well, healthy persons should be inoculated with the pus from

a sore on a sick cow and made sick, in order to prevent the attack of a disease which might never come to pass.

That same person undoubtedly carries insurance on his property to protect him from a fire loss which may never come to pass.

He undoubtedly carries automobile insurance to protect him against accidents which may never come to pass and he undoubtedly saves every possible dollar of his income to protect him against poverty in old age, without any assurance that he won't die while he is still young.

This country is full of business houses which are dying from dry rot. They refuse to advertise when times are dull because they claim there is no use in advertising for business that doesn't exist, and when times are good they refuse to advertise because they fear they could not fill any additional orders.

When times are dull they refuse to make improvements or enlargements to their plants because business conditions do not warrant it and when times are good they are too busy operating their plants to capacity to make any such improvements.

Military preparedness is as sensible and economical and conservative as insurance, business preparedness, or precaution against disease.

It is an economic question pure and simple and those who oppose proper military preparedness are false economists and are kidding everybody, including themselves.

In time of peace the pacifist raises a hue and cry against the encouragement of what he calls the "Military Class" and in time of war he works overtime in trying to undo the effect of his pacifism during time of peace.

I have in mind a public spirited citizen who in time of war was a "Minute Man" and worked long and hard making public speeches to encourage enlistment, subscriptions to Liberty Bonds, the purchase of Thrift Stamps, subscriptions to the Red Cross, Salvation Army, Y.M.C.A., K. of C., and other military welfare societies. Today that same man is a noted pacifist.

If the civilian wants advice on law, he consults a lawyer; if he wants advice on health, he consults a doctor; if we want to build a great bridge, we take the advice of engineers and all of this is as it should be and it is economical that it should be thus.

Show me the plant which is a homemade affair, built and operated without modern professional advice and I'll show you a plant which is headed for failure if it has not already arrived at that point.

Militarism is a profession and we should conduct our military affairs as we do our other affairs, by the well-known economic methods advised by the members of the profession who have made militarism a life study.

Surely we don't look upon the man who carries no insurance upon his property in order to save the premiums, as a wise man, but rather as a fool, yet he is no greater fool than the man who advocates that we should avoid proper

military preparedness merely because he *hopes* things are not going to be in the future as they always have been in the past.

Just as certain as fires will always occur so long as property is combustible, so will wars occur so long as human nature is belligerent.

Proper preparedness is, therefore, an economic subject and as such, is no longer the exclusive concern of the officers of the Army and Navy and the members of Congress, but is the concern of every individual and corporation and it is every citizen's concern in direct proportion to what he has to lose by the false economy of unpreparedness.

I once addressed a gathering which was also addressed by a pacifist, who pointed to the fact that the United States won the greatest war in history without being prepared and, therefore, it could win any other war.

This man was a man of intelligence and I do not think that he was mistaken; he was just a plain liar. He was catering to the ignorance of his audience. He knew that every person desired to be taxed the minimum and he was catering to that weakness.

The United States did not win the War, as he knows and as you know.

I have not the exact statistics before me, but I know that the press shows we were totally deficient in aircraft, although we spent millions in trying to become properly equipped with airships during the hurly-burly excitement of war.

The American artillery went into action with Soixante-Quinze guns borrowed from the

French and with Howitzers borrowed from the British.

Our troops were successful in crossing the seas only because of the magnificent convoy of the British Navy, due to the preparedness of the British.

But why continue?

It is because of the lesson of this enormous waste caused by our lack of preparedness, that every sane, sensible, thinking reader of The LINE should immediately commence to give his cooperation to see that the national crime of unpreparedness is not repeated and the most effective way to give this help is to write to your Congressman, demanding that the proper appropriations be made to the Army and Navy, for the proper preparedness.

Preparedness doesn't mean the mere purchase and carrying in stock of munitions; it means the proper preparation of those who are to be our soldiers in the future.

Suppose the nations of the World agree to disarmament, but suppose at the same time, some of the nations retain their laws of compulsory military training?

Those nations will always have the advantage over those which have no compulsory military training laws.

Or suppose the people of some nation are so patriotic and sacrificing for their country that they will generally volunteer for military training.

Such a country will always have a tremendous advantage over the country which has no such trained civilian army. In other words, armament is merely one form of power and military training is merely another.

If as it seems, we are not to have compulsory military training in the United States, then we should use extraordinary effort to encourage, by every possible means, volunteer military training.

There are today approximately 70,000 Reserve Officers, who have volunteered and who are ready to go to the training camps annually.

For Congress to decline to appropriate a sufficient amount of money for this purpose is not merely unwise and extravagant, but idiotic. It is about as sensible as closing your burglar-proof safe and not locking it.

Here are 70,000 patriotic men, serious in their desire to properly serve their country—most of them having seen active service—who are appreciative of the great necessity of military training in time of peace and to refuse to accept their volunteer service is almost beyond comprehension.

The growth of these Reserve Officers' Training Camps will be important under all conditions, but of even greater importance under conditions of general disarmament.

In other words, preparedness is an economic necessity and as an economic necessity it is just as important to the continued prosperity of the people as a whole and our individual businesses, as is the tariff, the only difference being that it

requires a little higher order of intellect to appreciate that preparedness is more important than the tariff.

The people of the United States get nothing unless they go to work for it.

Meetings amount to nothing unless your Congressmen realize that public sentiment is back of those meetings.

The politician never caters to the needs of the people, but to their wants and seldom stops to think or care whether those wants are extravagant or economical.

Every reader of The LINE can do himself a great good if he will immediately sit down and write to his Congressman and Senator demanding that the Army and Navy be given their proper appropriations.

Don't forget that your Congressman is even more important than your Senator, because all appropriation bills originate in the House of Representatives.

If you don't write and war does occur during your lifetime—and all indications point that it will—then don't growl about the taxes and the loss to your business and the disturbance generally, because if you don't lift your hand to prevent an evil, or lessen it, you have no right to complain about the evil itself.

Honor is the moral conscience of the great.

—*Sir W. Davenant.*

Microscopic Comparison of VIM Leather

with Oak-Tanned Leather

FOREWORD

E. F. HOUGHTON & CO. was established in 1865, and as the Houghton Research Staff is as old as the business, it had been functioning for 31 years when the Company first engaged in the leather belting business in 1896.

It was only natural to refer leather belting problems to our Research Staff, as soon as these problems arose, and after a number of years the continued successful solution of such problems caused us to feature the leather belting research work of the Houghton Research Staff.

Previous to that time, so far as I know or can learn there was no reference to research work on the part of the leather belting manufacturer, although there was considerable most creditable belting research work carried on by the engineer in the interest of the belt user. Such work, however, pertained to the use or application of belting rather than to its manufacture.

Surely, my claim cannot be questioned, that E. F. Houghton & Co. were the very first and for

many years the only leather belting manufacturers who claimed to conduct research work pertaining to belting manufacture.

So far as I know there has been no other general research into leather belting manufacture other than that conducted by the Houghton Research Staff, unless one considers that the Cost Accounting System approved by the Leather Belting Exchange is research work along those lines—a system which we would not adopt in our place under any circumstances.

The alleged research work conducted by The Leather Belting Exchange or by that higher sounding name The Leather Belting Foundation, being purely relative to the use of belting, and although the Exchange boasts of having existed for over 10 years, it has never yet discovered and contributed to the public one single piece of new and useful information of benefit to the belting user.

In 1923, the Houghton Research Staff concluded that it would compile from its records information pertaining to metallurgy, which was published in book form under the title of "PRACTICAL METALLURGY FOR ENGINEERS." This book met with such general favor and ready sale that we felt it was wise to investigate the cause of the success, and we concluded that among other things, one of the most important causes was the excellent microphotographic work.

This caused us to stimulate the microphotographic work as applied to leather, and I submit herewith the voluntary report of one of the

physicists, celebrated throughout the country for his expertness at micro-photography, meaning, of course, not only his ability to take the micro-photographs, but also his ability to read them.

We have been contending for years that VIM Leather possesses longer and more closely matted or woven fibers than oak leather and that the fibers of oak leather are more extended and distorted in the stretching.

While the micro-photographs will confirm these claims, they are not submitted as a complete proof, but merely to give the reader an idea of what we are doing continually, as one concern in the way of research. How much greater is the opportunity of The Leather Belting Exchange to do even better work than is possible for us to do as an individual concern, if they had the ability and dared.

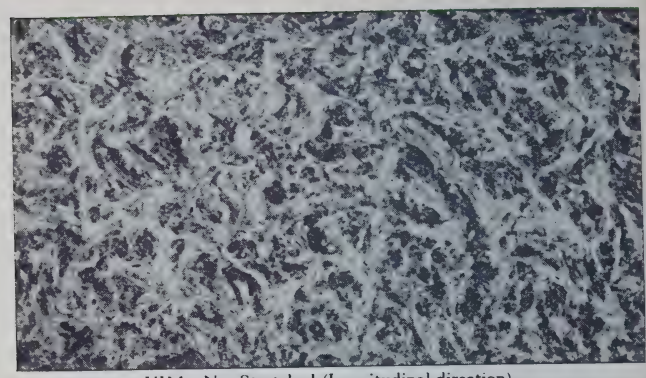
How would it do, for instance, to show the belting user how to detect with the microscope, shoulders, bellies, artificial grains, filled leathers, etc.?

CHAS. E. CARPENTER, President.

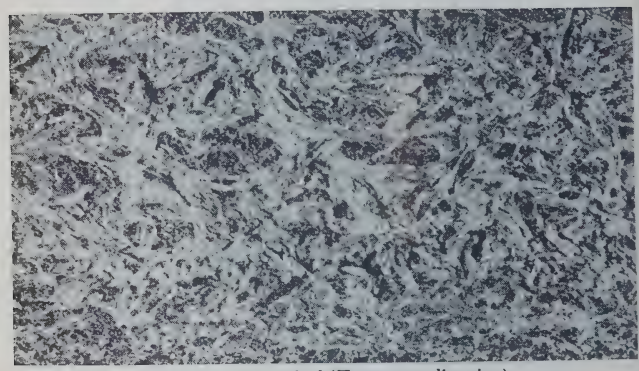
Microscopic Comparison of VIM Leather with Oak-Tanned Leather

The following photographs were taken at a magnification of approximately 10 diameters. The samples were furnished by E. F. Houghton and Company and consisted of VIM Leather before and after stretching and Oak-tanned leather in the rough, after currying, and after stretching.

It is believed that the results of these studies can best be made apparent by the illustrations on the following pages:

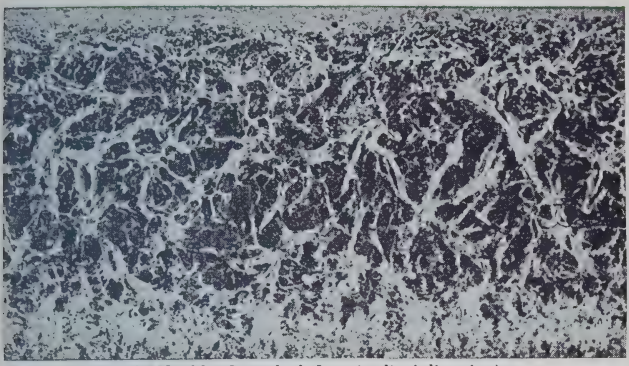


VIM—Not Stretched (Longitudinal direction)

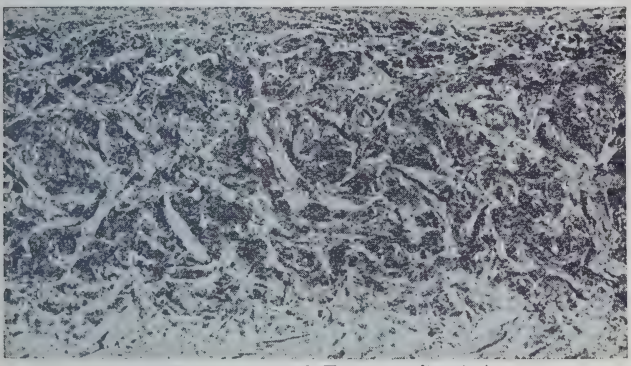


VIM—Not Stretched (Transverse direction)

IN comparing the unstretched samples of both the VIM Leather and Oak leather, it is apparent that there is a difference in structure in the two directions of the hide. The photographs taken from the transverse cut show a greater compactness of fiber and less cellular structure than those taken along the longitudinal cut. My experience is that this comparison is not universal, but will depend upon the location in the hide from which the samples were taken. This shows a co-relation with the physical properties which vary both with the location in the hide and direction in which taken.

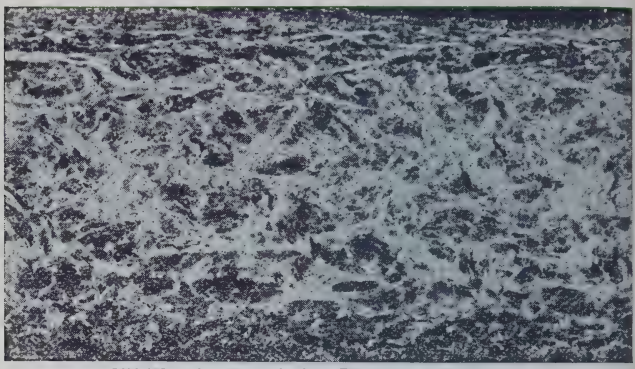


OAK—Not Stretched (Longitudinal direction)

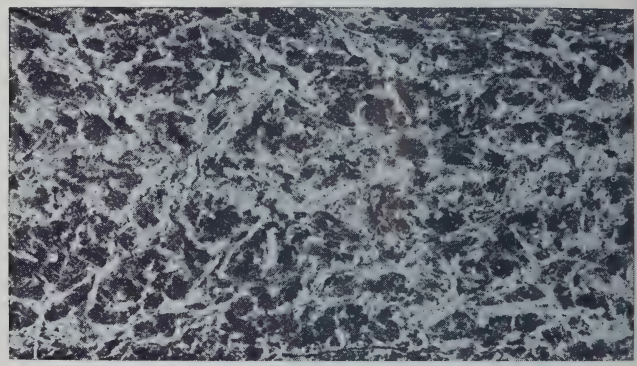


OAK—Not Stretched (Transverse direction)

In comparing the VIM and Oak samples, it can readily be observed that the fibers of the VIM Leather are more compact and interlacing than those of the Oak-tanned leather. There is also less of the cellular structure in the VIM Leather than in the Oak leather. The photographs do not reveal this condition as clearly as a microscopic examination of the actual samples. The VIM Leather under the microscope has a very fibrous structure, bringing to one's mind the impression of a mineral fiber such as asbestos. The Oak-tanned samples do not give this impression and appear to be more cellular in structure.

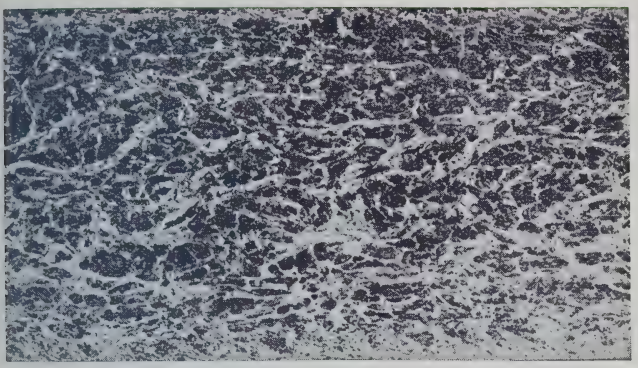


VIM Leather Stretched in Direction of Stretching

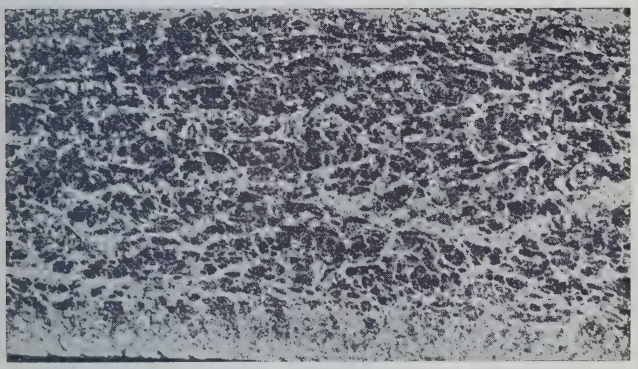


VIM Leather Stretched at Right Angles to Direction of Stretching

Referring to the samples shown above, both the VIM Leather and Oak-tanned leather show a decided distribution of fiber in the direction of the stretching. The same observations apply to these samples as to the unstretched samples, namely, the VIM Leather shows a greater interlacing of fiber and less cellular structure than the Oak-tanned leather.



Oak Leather Stretched in Direction of Stretching



Oak Leather Stretched at Right Angles to Direction of Stretching

The samples taken at right angles to the direction of stretching for both the VIM Leather and Oak-tanned leather do not show the same distortion of fiber. There is apparently less distortion of the fiber due to stretching in the VIM Leather than in the Oak leather, although this could quite possibly be due to the amount of stretching which the samples received

General Conclusions

A STUDY of the samples on the foregoing pages shows that the VIM Leather in all cases is more fibrous with more interlacing of fiber than the Oak leather. I am unable to say whether this difference in structure is due to the method of tanning or the nature of the original hide from which the leather was made. This point could be conclusively settled by the selection of a hide and the tanning of one-half of it by one method and the other half by the other method. The fact remains that there is a decided difference in structure in the two leathers examined. The structure noted in the VIM Leather samples has been found to be universal in all of the specimens of this leather which have ever been subjected to microscopic examination.

REG. U. S. PAT. OFF.

E. F. HOUGHTON & CO.

SEE INSIDE
BACK COVER
FOR ADDRESSES

Prohibition is Now a Moral Issue

DURING the agitation which preceded the passage of the Eighteenth Amendment, I asserted in these columns that Prohibition was a moral issue and that its federal enforcement would be impossible and that it would necessitate the federal government exercising police duty within our states, contrary to the intention of the Constitution and that it would eventually bring about no end of corruption among public officials and merely result in transferring the liquor business from a legally controlled, taxed business to an uncontrolled, illegal, tax-free business.

After the Volstead Law was passed and given time to demonstrate its worth, I pointed out that it was a failure and that much of the good toward real Prohibition which had been previously accomplished by the individual states, had been destroyed.

For this free expression of a private opinion I was right loudly condemned by all sorts of cranks and real people. There is a bundle of mail (as big as a hat-box), on this subject which I have never yet had time to read.

But while of late I have made so bold as to make a protest or so against Volsteadism as is, I find my mail unusually free from condemnation.

Of course there are a lot of lunkheads who are not capable of comprehending that one may be in favor of local option, or state Prohibition and against federal Prohibition. There are some

brains which are not capable of comprehending that a man may be against federal Prohibition and not at the same time be a rummy.

We have checked up a number of these letters and it is rarely that one is signed by a person who is on the regular mailing list of The LINE, which leads me to conclude that they must come from those who have been sent a marked copy of The LINE by some regular reader, evidently for the purpose of getting some one's goat.

Perhaps the fact that all which I predicted would come to pass has happened, has something to do with the falling off of criticisms and again perhaps the public generally has resigned itself to the fact that Prohibition is impossible and is satisfied to let it go at that.

Perhaps the fact that some prominent men of affairs have condemned federal Prohibition has something to do with the cessation of hostilities. For instance, there is Dr. Nicholas Murray Butler, President of Columbia University, located in the largest and most important city in the United States. Then there is Dr. Russell H. Conwell, the unchallenged leading citizen and most useful resident of Philadelphia. And so I could continue, picking out of each community, not the lick-spittles, not the nincompoops, not the long-haired men and the short-haired women (flappers excluded), but the real big men who have done things and who know the real truth concerning the evils of intoxicating liquors and have no sympathy for drunkenness.

The difficulty with the Prohibitionist is that he has no conception of the collateral consequences of national Prohibition.

He knows that drunkenness is an evil and the cause of much poverty, suffering and degeneracy and in order to have an opportunity to try an experimental remedy for drunkenness, he is willing to sacrifice any and all other interests.

If it be proper to amend the Constitution so as to enforce some folks' ideas as to morals, why is it not equally proper to amend the Constitution so as to enforce some folks' ideas of religion?

Morals are the foundation of all religions and it is only a step from the former to the latter.

If we are at the present time having a nation wide religious dispute, I suppose no Prohibitionist will admit that he had anything to do with it, but the truth is that the present religious propaganda and aim at political control by religious factions are the result of the encouragement given by the Prohibitionists to those who would again mutilate the Constitution by a religious law amendment.

I have heretofore never advocated the repeal of the Eighteenth Amendment, because I thought the evil of its repeal would be greater than the evil of its continuance, but now that I see the far reaching evil of its continuance as a law, I have concluded that the sooner the people of the United States express their condemnation of all such un-American laws, by repealing the Prohibition Amendment, the better it will be for all concerned.

If you are surprised at the number of our maladies, count our cooks.

—*Seneca.*

Stephen Girard

IT is with great regret that I cannot claim the greatest Philadelphian of all time—Stephen Girard—as a native of our city, for he was born in a suburb of Bordeaux, France, on the 20th of May, 1750.

The authentic historians recite that he lost the sight of his right eye and had little education, but like unto most professionals, historians have the fault of measuring folks according to their own yardstick.

Subsequent events have proven that Girard could see further into the future with his one eye than any other man with two eyes and that while he may have lacked schooling and the peculiar type of culture which accompanied schooling of those days, he was abnormally educated in the school of hard knocks and the college of experience, two courses which make those who are capable of taking them, pre-eminently wise.

Girard was a patriot of the highest type. A keen trader and a money maker, he nevertheless held his fortune and personal services at all times at the call of his adopted country.

Girard's life was not one which was strewn with roses, but quite to the contrary it was beset with the maximum of hardships.

With but one optic, he cruised to the West Indies with his father, who was a sea captain and after becoming a licensed captain himself, was driven into the Port of Philadelphia by the British in 1776 and because thereof adopted Philadelphia as his home, which is merely one

of the many obligations which Philadelphia is under to our British cousins.

Those of the present generation who are apt to look upon multi-millionaires as a modern institution, may be surprised when I inform them that when Girard died in 1831, he left a fortune of approximately $7,500,000, unquestionably the largest of all private fortunes accumulated in America up to that time. And yet at no time during his life did he consider his private interests before those of his country. In 1814, as an illustration, he subscribed to 95% of the government's war loan of $5,000,000.

The bulk of his great fortune was left to endow Girard College, which if not today the richest endowed college in all the World, was so until a few years back, when I looked up the records, for we must remember that $7,500,000 wisely invested and for the most part in Philadelphia real estate in 1831, is some fortune today.

Girard College was created "to provide for such a number of poor white male orphan children . . . . . a better education as well as a more comfortable maintenance than they usually receive from the application of the public funds."

Girard College, in words of the vernacular, is noted for having money to burn and, therefore, the very last thing in up-to-the-minute necessities are to be found on its wonderful grounds. It is not only the greatest of Philadelphia charities, but is the greatest charity in these whole United States and I know of nothing its equal in foreign countries.

But Girard was a business man, which means he was nothing if he was not practical.

It is this trait of character in business men that cause them to be hated by the lesser, practical members of society.

Girard had an object in establishing Girard College and that was to do the greatest, possible amount of service per dollar of cost, for its beneficiaries. He, therefore, inserted in his will the following clause:

"I enjoin and require that no ecclesiastic, missionary or minister of any sect whatsoever, shall ever hold or exercise any duty whatsoever in the said college; nor shall any person ever be admitted for any purpose, or as a visitor, within the premises appropriated to the purpose of said college. . . . . I desire to keep the tender minds of orphans . . . free from the excitements which clashing doctrines and sectarian controversy are so apt to produce."

Pretty smart for a man accused of having no education, don't you think?

In spite of this provision, I have never heard it claimed by any well-balanced mind that the spirituality of the students of Girard College has been neglected. They have a chapel and religious service, even though the curriculum does not contain a specific dogma. But because of this provision, Girard's heirs-at-law contested the will. If it had not been for this provision they would probably have found some other. No lesser a personage than Daniel Webster appeared before the United States Supreme Court in 1844 representing the heirs, which goes to prove that then as now a prominent member of the legal profession may always be found to represent any side of any question.

The United States Supreme Court then was an institution which was respected and reverenced. That was before the days of the muckraker and bolshevist masquerading under the title of radical. The Supreme Court sustained the will and the blessing of the College to the World has functioned ever since.

But although Stephen Girard is the greatest Philadelphian and the greatest philanthropist the United States ever produced, we never have a Girard Day in Philadelphia, nor is there much ado made of his memory and all of this is because the orthodox church of all denominations resents the hereinbefore quoted restrictions of his will and if you offend the orthodox church you doom your popularity after death, no matter how much righteous good you may accomplish by your action.

To my mind it is to the everlasting shame and disgrace of the Philadelphia ministers and churchmen of all denominations, that they have not met together and in joint resolution praised the wisdom of the very provision in Girard's will which they condemn, by resolving that Girard showed supreme forethought and vision when he provided for the deliverance of the pupils of Girard College at the age of eighteen (they must finish by that age), free from prejudice in favor of any creed or dogma and equally free to accept any, rather than torn with that doubt which might otherwise lead to atheism.

But unfortunately for every one, including the World at large, the church will forgive one who happens to accept a dogma of the opposite belief, but there is no forgiveness for

one who insists upon being neutral and Godly at the same time.

Some day we will have a Girard Day in Philadelphia. But Girard, if he can look down on us, is not much concerned about it. What pleases him most is that the College has functioned as he planned and is doing good far beyond even his most visionary expectations.

If we could only reform the reformer.

It is strange how ridiculous persons resent being ridiculed because of their ridiculousness; how the reformers resent their ridiculous laws being ridiculed. And is there, after all, anyone so really ridiculous as one who takes himself too seriously?

Having mutilated the most sacred document of modern times—the Constitution of the United States—until it is no longer recognizable, it will be in order for the reformers to commence next to amend the Holy Bible.

Showing that there may be two sides to every question, a reader writes us, "The average morality of the negroes has slowly but surely lowered since they have been freed; their standards of living have declined and their health and happiness are less." If anyone who knows, wants to "shoot" this statement, The LINE will give him the space, but the contribution must be from facts and not from sentiment.

Off the President's Bat

THESE 24 editorial pages, as they are known in the Houghton print shop, were usually written in a lighter vein before the War. Somehow, after the War began and mostly ever since, I have felt things were in such a serious condition that they demanded serious thought on the part of every one and because thereof, I fear I am deserving of the criticism which I recently received in a letter from one of The LINE readers in Cape Town, in which he accuses me of having lost my sense of humor.

When the War broke out, for I think "broke out" is the proper phrase, as war is a species of disease, I put away my golf, billiards and funny sayings, because I appreciated in only a very small way, the enormity of the War and its resultant effect on the whole World.

If I have not taken up these things since, it is not because I have lost my taste for them, but rather because I have acquired the habit of looking at serious things in a serious manner.

I have yanked Willie Wiseman up once or twice and issued the mandate to him that he should be humorous, but what's the use of issuing mandates to one so spoiled as Willie?

I have received numerous requests for another story like unto "Wehaha," but inasmuch as "Wehaha" was founded on facts and I have had no similar facts for inspiration, being naturally of a most truthful nature, I am incapable of inventing a basis for the inspiration.

I spent the early months of 1924 in California. I did not mean to be impudent to my many, most generous hosts, but I must confess that I spent most of my time studying California and California people. The one criticism I would make of most of the California people whom I met, is that they are not Californians. The first salutation I would receive, would be, "From where are you?" And then after I would reply that I was from the good old City of Brotherly Love, my interrogator would come back with, "I'm from Illinois," or some other place east of California.

Los Angeles, in the Los Angeles Biltmore Hotel, has one of the greatest hotels in America. I stopped there only a few months after it opened and, of course, I appreciate how difficult it is for the management of a hotel that size to organize an operating crew and do justice to every part of the service at once. But I found them doing magnificently well.

I don't know who it was. Perhaps it was a practical joker, but some one caused an article to appear in the newspapers, setting forth that I was on the Coast to select a site for a new works. Well, as a result of this announcement, my secretary and self were actually driven from the Hotel, for it would have required the entire Hotel crew to have waited upon our personal and telephone calls.

And this brings me down to the question which we always have with us—GRAFT. Not only my private secretary, but practically every person with whom I was intimately associated, was offered "an inducement" by some realtor, if a final deal could be effected as a result of their influence.

Willie Wiseman

IN reply to the numerous letters which have been received, inquiring whether or not Willie accompanied the Old Man on his California trip, Willie desires to reply, "No!"

That's once that Willie was spared.

But Willie has heard over the radio and via underground messages, many of the happenings to the Old Man on that trip, which perhaps he will never impart to the readers.

If he really desires The LINE to be as humorous as he claims, when he issues his edicts to Willie to write copy which will cause a smile, the Old Man ought to tell a few of his experiences from the time he left Philadelphia until he arrived home safe and Willie hopes sound, back in his apartments at the Gladstone Hotel, in Philadelphia.

They tell a story about the Old Man going to the races in New Orleans, which goes like this. The Old Man arrived in New Orleans on a Wednesday morning, but his first engagement was to address the Members Council of the New Orleans Association of Commerce at noon the following day. A delegation called upon him at the Roosevelt Hotel where he was stopping, just before lunch the day he arrived and invited him to go to the races, which invitation he accepted. Now they do say that the Old Man knows about as much about a horse race as a cat does about Greek, but that he went along and looked wise. Not knowing that one of the

features of the race track was betting on one's favorite horse, he placed no bets; in fact, as he had not been in the vicinity of the betting ring, he did not know of its existence. Finally, along about the third or fourth race, one of his hosts called his attention to the fact that there was a horse entered which was named "Carpenter," and said that the Old Man ought to place a bet on that horse for luck. The Old Man being willing to try anything once, drew fifty bucks from his pocketbook and handed it to the gentleman who made the suggestion, remarking, "I will bet that on him."

Well, as history will prove, the horse won at odds of 20 to 1 and they handed the Old Man $1050. As no one made any further suggestions the Old Man made no further bets and came back to the hotel as nonchalant as if winning a thousand for fifty was an everyday occurrence with him.

Did the story stop here it would be like unto a fish story—true, probably true, or false. But it doesn't.

Rumor says that the Old Man concluded the race track was a place where the bookies donated to the public, so he arranged to go out to the track unaccompanied, on the last day he was in New Orleans, with a determination to take the major portion of the bank rolls out of the betting ring.

Well, rumor continues to the effect that he failed of his purpose and that that thousand remained in New Orleans.

A Preventive of Cut Cylinders

HEN the walls of the cylinder or valves are once scored or cut, there can be but one remedy, to rebore the cylinders or grind the valves.

This means putting the engine out of commission while the work is being done.

HOUGHTON'S CYL-TAL will postpone the final day for reboring or grinding, if used in time, because through its thick, viscous character and its ability to adhere to moist metal surfaces, it, in a measure, fills the indentations.

Trial lots sent on approval.

E. F. HOUGHTON & CO.

Write nearest address inside back cover

OHH-24

Continued from page XI

came on the market with an automobile lubricant, possessing a fire-test of approximately 450° Fahr. (400° flash).

Now stop and consider this. The temperature of the walls of a water-cooled automobile engine will range from about 325° to 400° Fahr. The average will be higher than the temperature of steam at 125 lbs. gauge pressure. But the lubricant must prove equal to all likely emergencies and therefore it must be capable of functioning should the water line become clogged, which would cause a 100° higher than the normal operating temperature and we all know this occurs every once in so often in every automobile engine. The temperature of the wrist or piston pin is normally 550° Fahr. and will run to 800° quickly if the cooling system is suspended, while the temperature of the cylinder head at the explosion chamber end is 1200° Fahr. and a 450° fire-test oil lubricates bearings under these conditions, subjected to the maximum of shock and irregular conditions and yet upon a stationary engine, where the conditions are far less extreme, a 600° fire-test oil is claimed to be necessary. It is enough to make a cat laugh to think how they got away with it, these 600° wise ones.

Suppose we see what the U. S. Government says regarding the fire-test of oils. In the report of the Equipment Division, Signal Corps, U. S. Army, giving specifications for Liberty aero oil, it says: "High flash, if anything, seems to indicate something of a detrimental nature, and in making this oil, refiners can work to viscosity, using stocks possessing good value." And nothing truer was ever said in a set of specifications.

One would suppose that fire-test, usually 25° to 50° higher than flash-test and in direct proportions to flash-test and relatively the same, regulated the combustibility of an oil when in service. While in reality lubricating oil, like unto gasoline (petrol), must have oxygen to support combustion. Ordinary gasoline or petrol would not ignite in a steam engine cylinder, because there are no conditions there which will support combustion, but on the contrary there are present steam and the absence of air and everything to prevent combustion.

Likewise with the viscosity specification—an oil which is too viscous is as deficient as an oil which is not viscous enough.

The value of a steam engine cylinder lubricant is in proportion to the ability of that lubricant to adhere to wet metal sur-

faces and resist being scraped off by the rubbing motion and also to resist being blown through by the force of the pressure of the steam. Viscosity is the measure of fluidity. The adoption of the term "viscosity" was merely "bull." Some so-called scientist invented the viscosity-test, or in other words, a means of measuring fluidity, because the word "fluidity" was too commonplace. It is like unto the medical doctor who will tell you that you have the bellyache in many words of difficult pronunciation. Quackery all of it and used purposely to impress on the lay mind that the scientific mind is something very superior, whereas true science is simplicity itself.

To illustrate the extent to which the ignorance of lubrication extends, I want to quote from a book on the practice of lubrication, the author of which features his expertness and claims to have been the consulting lubricating engineer for one of the wise ones who have featured 600° fire-test steam engine cylinder oils. It may, perhaps, explain their failure to comprehend the truth regarding internal combustion engine lubrication.

"The temperature of the cylinder walls in water cooled engines will not be higher than 250° F. to 300° F. This moderate

temperature enables the lubricating oil to remain on the cylinder walls and perform its function as a lubricant. The inner surface of the oil is, however, swept by the hot explosion gases, the maximum temperature of which is about 2500° F., and the inner part of the oil film is therefore continuously being burned away. Some oils volatilize without leaving residue; other oils decompose and deposit free carbon similar to what happens when 'cracking' oils during distillation. Lubricating oils made from naphtenic and asphaltic base crudes belong to the first-mentioned variety and have therefore proved better oils for motor cylinders than paraffine base oils, which are more inclined to 'crack' and form carbon."

This is the nearest to a 100% incorrect statement of facts that I have ever seen in print.

Carbon deposits are in proportion to the solid carbon content of the oil, plus other conditions of course. Asphaltum base oils have a greater solid carbon content than paraffine base oils and it is mainly because of this fact that Pennsylvania crude, the best paraffine base crude oil known, commands such a much higher price.

But the author of the book from which I quote, has a degree from the University of

Copenhagen and signs, "M.I.Mech.E., etc." after his name. And if any of the Houghton salesmen contradict him, he is told, "This man must know, because he wrote a book about it." If my memory serves me correctly the University of Copenhagen conferred a degree upon Dr. Cook, the bogus discoverer of the North Pole, who is now serving a term in an American prison for oil frauds.

Once upon a time there was an oil man who specialized on graft. But specifications gave him trouble. That is to say, if a customer would issue specifications for an oil he could not find any good arguments to obtain the trade unless he were the lowest bidder and when he was the lowest bidder there was no reason for his paying graft. But not being commercially in a position to be the lowest bidder, he found himself losing much trade.

So he met this emergency by putting a pinch of this and a pinch of that in an oil, making all sorts of extravagant claims for the oil thus blended, obtaining a patent on it, reading all sorts of high sounding papers concerning his invention before scientific bodies, hoping to obtain their endorsement for his nostrum and then drawing up specifications which covered his patented product. His dupes issued specifications

according to his formula, thinking that these would protect them against graft, but inasmuch as every one who bid on these specifications, had to face a lawsuit for infringement on his patents, competition was materially avoided, because the profit on the business would not warrant the cost of such a lawsuit as would have been necessary to have invalidated the patents. A little graft on the inside and his game was won.

Surely the specification game is a great one.

Let me give you an incident concerning Specification No. 37, U. S. Bureau of Standards, covering vegetable tanned leather belting.

It came to pass that an ingenious salesman convinced a user of belting that, inasmuch as the U. S. Bureau of Standards had compiled Specification No. 37, covering first quality leather belting, in collaboration with The Leather Belting Exchange, it was the proper thing to buy belting under these specifications. As a result said ingenious salesman obtained the trade. I forget the exact figures, but let us say that the price was 40% off the standard price list.

Well, it came to pass that said user could not obtain proper service from his specification belting on a certain drive and along

why were they not good enough for them to sell under?

We never had any inclination to enter into the manufacture of VIM Leather Belting. We had had several years' experience managing a distributing branch for a vegetable tanned leather belting manufacturer and the business did not appeal to us. We preferred to confine our efforts to the manufacture and sale of VIM Leather Packings and VIM Leather Specialties. But this was impractical, as the volume of leather necessary for packings and specialties was not sufficient to warrant the operation of a tannery. So we were forced to go into the VIM Leather Belting business, in order to continue in the packing and specialty business.

But before doing so we inquired of our many friends in the vegetable tanned leather belting business, as to whether or not they thought that if we made the best belt possible to produce, irrespective of cost, there would be a sufficient number of belt users who would appreciate the superior quality of our belt to make it a practical, profitable, paying proposition. Every one of them replied in the negative and had we stopped there, there would never have been any such product as VIM Leather Belting. But we carried the same inquiry to some 50

prominent users of leather belting and each and every one of them replied substantially as follows: "If you can show worth of product, there is a good market for such a belting."

Well, we entered into the manufacture of VIM Leather Belting and the results, as you know, are far beyond the expectations of our most enthusiastic advocate of the project.

A list of the users of VIM Leather Belting would read like a bluebook of the industrial establishments of the United States and Great Britain.

"We want to use VIM Leather Belting, but we must buy on specifications. Write your own specifications for VIM Belt and we will adopt them," is a proposition which has been repeatedly presented to me. But inasmuch as I cannot write an honest set of specifications covering VIM Leather Belting and I refuse to fake, I have invariably declined.

How is it possible for me to compile a set of specifications, which will include the selection of the hide on the hoof; the utmost care of the hide so soon as it is taken off, so that the blood will be removed and the salt preservation will be the best; the transportation made under the most favorable con-

ditions so as to avoid putrefaction; the tanning of the hide in the shortest possible interval after the take-off; the proper selection and assortment of the hide before tanning, as well as after tanning and before finishing; the process of tanning and the process of finishing and the methods of manufacturing the tanned leather into belting?

It can't be done and any attempt to do so would be merely to join the ranks of the charlatans to whom I object.

VIM LEATHER BELTING, like unto all other Houghton Products, stands and falls on its record of service.

I will go as far as any man living to support specifications that specify, but inasmuch as most specifications (in our line) confuse and offer a premium for the supplying of inferior quality products, I will have none of them.

And you know our Company and you know our products and you know me.

If I am not right, tell me about it.

CHAS. E. CARPENTER,
President.

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The World would benefit greatly if it could exchange some of its readers and talkers for thinkers.

Comm. RR

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REG. U. S. PAT. OFF.

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Oh! Hell!!

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HEART TO HEART TALK WITH LINE READERS

By the President

E have with us this evening, Mr. Blank, whose real name we shall not mention, for no other reason than it is not our desire to be personal, or to hold any individual up to ridicule.

We thoroughly realize that these Talks are apt to hurt those to whom they refer; we are kind-hearted people, we of the Houghton family; we are good fellows and good mixers, and we are pretty well thought of by our competitors, so we don't want to hurt anyone's feelings if it can be helped.

Down in the bottom of their hearts, even the members of The Leather Belting Exchange don't think we are such a bad lot, but nevertheless, we have started out to perform a duty in these Talks, and that duty is to bring before the users of mechanical leather products, oils and greases, the truth as we know it and believe it, so Mr. Blank will be a good enough name for the gentleman about whom we are now going to Talk.

This gentleman is, of course, identified with a concern which is a member of The Leather Belting Exchange, because so far as I know, no concerns outside of the members of The Leather Belting Exchange, have ever persistently knocked mineral tanned leather belting.

In a recent issue of a trade publication, Mr. Blank wrote an articled entitled, "Relative Merits of Chrome and Oak Tanned Belts."

In all probability, Mr. Blank has seen and handled chrome tanned leather belts, but I personally have a serious doubt as to whether he ever saw, handled, or sold a single inch of oak leather belt—meaning, of course, the old-fashioned, slow, oak bark tannage.

I don't mean to accuse Mr. Blank of being intentionally dishonest in using the term "Oak Tanned Belts" in the title for his article, because the vegetable belting trade in general has been misrepresenting so long, by calling all vegetable tanned leather "Oak Tanned Leather," that it was perhaps a natural error for Mr. Blank to use the term "Oak" instead of "Vegetable."

I do not hesitate to say that the manufacture of oak tanned leather belt is almost obsolete, and I would not dare make this

statement if it were not founded on facts, because the oak leather belt manufacturers could very readily petition the Federal Trade Commission and that body would promptly and very properly order me to cease and desist making such statements, as they constituted unfair competition.

Now just as the vegetable leather belt manufacturers are accustomed to calling all vegetable tanned leather "Oak Leather," so are they inclined to call all mineral tanned leather belt "Chrome tanned," whereas, the VIM tannage is as distinct and different from other mineral tannages as the oak tannage is different from other vegetable tannages.

The process of tannage as I take it, is the character of the tan liquor, the strength of the tan liquor, the length of time it requires to tan, the character of machinery used in the process, and the finish; therefore, when I say to you that VIM Leather is different from chrome leather, you know precisely what I intend to say, and I have not the slightest object in telling an untruth, because I know very well that the first attempts to manufacture leather belt from chrome tanned leather were a failure, and the reason I know it is because I personally directed the failure. And I

personally purchased back on account of Mr. Robt. H. Foerderer, who tanned the original VIM Leather, $50,000.00 worth of belting and belting leather, which had been manufactured by the well-known tannate patent chrome process.

Mr. Foerderer was the originator of the chrome tannage and is credited by every authority on the subject of tanning, as having been the world's greatest authority on chrome tannage and therefore, if I quote Mr. Foerderer's words directly, I am quoting, not the words of some one connected with our Company, but the words of a man admitted as having been the one and greatest authority on the subject.

When we commenced to receive complaints, concerning the original chrome leather belt, I was manager of the mechanical leather department of Mr. Foerderer's business.

We had engaged a corps of experts and one or two of these men were sent to investigate every complaint.

In spite of the recent assertion of the Secretary of The Leather Belting Exchange, that nobody knew anything about the leather belt business ten years ago, I beg to volunteer the information that the period to which I refer was about 1898 and that

we had in our service then, very competent leather belting experts, who knew more than The Leather Belting Exchange has ever published, or discovered.

Mr. Foerderer, when he ordered me to repurchase the defective chrome leather and chrome leather belt, wrote me a memorandum, in which he said, "I am satisfied you can't make a satisfactory belt out of a piece of chrome leather, but I believe now more firmly than ever, that all leather belt in the future will be made from mineral tanned leather.

"I am not so certain that we have yet found the most appropriate hide for the purpose, but I do know that we will have to use a mineral process which will give more firmness and permanency to the leather than it is possible to impart to the leather by the chrome process."

By 1903, Mr. Foerderer was making a very satisfactory belt leather and the sole privilege of making belt from that leather was solicited and obtained by one of the oldest established and extensive manufacturers of vegetable tan leather belt and a present member of The Leather Belting Exchange, and they continued to manufacture and sell the Foerderer tannage of leather belt under the brand "Vici Leather

Belt" up until the death of Mr. Foerderer, when the Foerderer Estate ceased the manufacture of mechanical leathers and sold the mechanical leather department of their business to E. F. Houghton & Co.

Mr. Blank's article could have been made very brief; he might have very appropriately stated "Chrome Leather Belt is not as good as Oak Leather Belt" and stopped there, because his article is merely a series of opinions not substantiated by one single fact.

Furthermore, it is full of misstatements, as I believe I can show.

It must be remembered that it was Robt. H. Foerderer, with his chrome process and Vici Kid, who revolutionized the shoe leather industry of the world.

When Mr. Foerderer's chrome leather first began making itself known, the manufacturers of vegetable tanned leather knocked it. Of course, this was natural; but today, one would scarcely know where to go to buy a pair of shoes, which was not made exclusively of mineral tanned leather, with the exception of the sole.

"Oh! But you never have been able to make a good sole leather by the mineral tannage; sole leather is heavy leather and

so is belt leather," is what the vegetable belt manufacturer says, in his desperate attempts to offset the inroads which VIM Leather Belt is making, for I am going to admit for the sake of argument, that Mr. Blank included VIM Leather Belt in his reference to chrome leather belt.

In the first place, there have been very satisfactory chrome leather soles made and the poorest kind of vegetable tanned belt leather is that which is made from sole leather.

Sole leather must be firm, belt leather must be supple; sole leather must be porous, belt leather should not be porous; sole leather must be plumped, belt leather is inferior if plumped; sole leather should have the minimum of lubrication, belt leather should have the maximum; sole leather is submitted only to abrasive wear, belt leather is submitted to both tensile and abrasive wear.

I have a pair of shoes which I have worn on the yacht from three to six months every year since 1904, whether I went to Florida in the winter or not; they were worn mostly in and around salt water, and I have been overboard in them several times.

The upper portion of these shoes is made from the belly stock of a VIM tanned steer

hide and the soles are made from the center stock of VIM Belt Leather and never in the whole world, at any time, or any place, has there ever been a leather sole produced from vegetable tanned leather which possessed one-tenth of the merit which these soles possess. This is a fact and not an opinion, or a theory.

But I suppose a pair of such soles would cost approximately $4.00. The people wouldn't pay the price and it wouldn't be economical, because the uppers would wear out before the soles began to show wear and while we have ample methods for putting new soles on old uppers, I know of no practice of putting new uppers on old soles, so for the benefit of all those lick-spittles—those small, gabbling, gossiping, crying nincompoops—known as leather belt salesmen, who are endeavoring to keep inferior vegetable belt on the market by falsifying the quality of VIM Leather Belt, I want to say that the honest answer as to why mineral tanned soles have not been a success is because the mineral tannage is too good to use for sole leather, just as oak belt leather when it used to be made, was too good and too expensive to be used for sole leather.

The fact that vegetable sole leather and vegetable belt leather are rapidly becoming

one and the same thing, pertains only to the vegetable tanned leather and is the skeleton in the closet of the vegetable belt men and has no place in the Houghton locker.

Let us see what the great Mr. Blank really does say about chrome tanned leather, taking it for granted that he also meant VIM Leather. I'll quote in Italic:

"The chrome belting manufacturers have claimed for their product all of the desirable qualities and characteristics of oak tanned leather, plus a large reserve power to take care of undue stresses, a better 'pulley grip' surface, thus increasing the coefficient of friction and transmitting from 20 to 40% more horse-power.

"They also claim that the chrome tanned belt is not affected by atmosphere changes, heat, cold, steam, moisture, gas or acid fumes and that because of these qualities, stretching and contracting under service are overcome.

"I will agree that properly tanned chrome leather possesses many, if not all, of the highly desirable qualities mentioned above, and that chrome belting from properly tanned leather has shown remarkable efficiency and service on difficult and abnormal drives, but so has belting made from oak tanned leather, and I am of the opinion that there are very few drives where chrome belting would show

enough increased efficiency over oak tanned belting to justify paying the high first cost."

It is fortunate that I do not have to prove the merits of VIM Leather, as they are admitted by Mr. Blank, and that's something.

It has only been quite recently that anyone interested in the manufacture of vegetable belting would admit that a piece of mineral tanned belt was satisfactory for anything else than the junk pile.

Mr. Blank's article furnishes one of the highest testimonials which was ever paid to VIM Leather Belt; we have the representative of a concern which in turn is a member of an organization, which is expressly and avowedly prejudiced against mineral tanned leather, and yet he frankly admits every single claim of merit which we have ever made for VIM Leather, excepting that he says oak is almost as good and VIM is not worth the difference in price.

In making this statement he insults the intelligence of many of the foremost transmission engineers of the country.

He contradicts the expert testimony of the tests of the French Government and he shows himself to be so bigoted and biased,

that it is really a shame that such men should be allowed to rush into print with their misrepresentations.

Later on he says, "*The strength of chrome leather lies in the close condition of the fiber, etc.*"

If Mr. Blank had gone to the trouble to examine critically the fibers of vegetable and mineral leather he would have discovered that the latter are many times longer and much stronger than the former. This is true of all mineral leather, and if he had studied the cause he would have learned that it is because the vegetable process destroys much of the fibers of the hide, while the mineral process preserves most of the fibers. With the VIM tannage we claim that 100% of the original fiber of the hide is preserved.

Mineral belt leather is made from a heavier hide than oak; there is more fiber to start with, and you can't have more fiber in the finished leather than the fiber you start with in the hide. Your tannage process does not produce fiber, although some of the vegetable belt men, in their blatant ignorance, have had the audacity to print in their catalogs:

"*Our process produces the greatest amount of leather fiber.*"

Continued on page XIV

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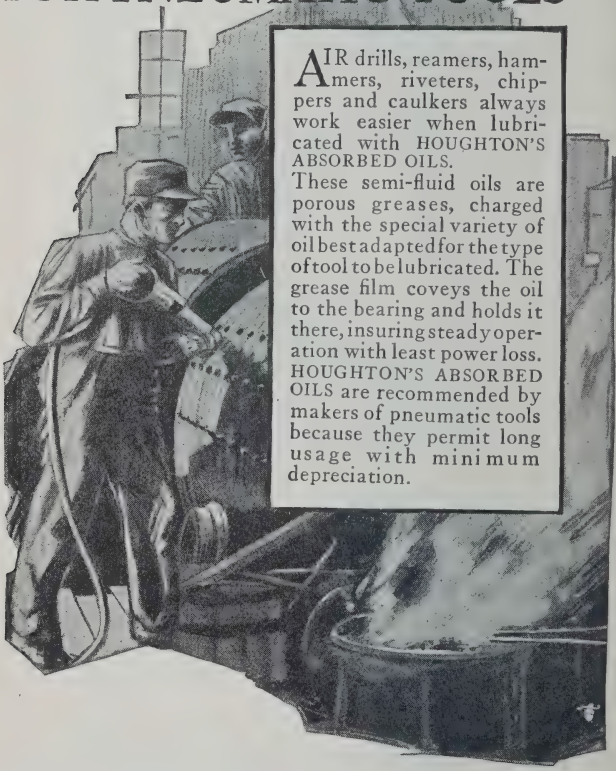

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E.F. HOUGHTON & CO.

PHILADELPHIA

OABS-9

The HOUGHTON LINE

REG. U. S. PAT. OFF.

DECEMBER, 1924

VOLUME XXXII NUMBER V

Line Logic

What about a taxpayers' bloc?

The nuts usually bolt their party.

No, "B.A." does not stand for batting average.

Of course Russia can get along without religion. Look where she is going?

The law of average never ceases. Prohibition made it cost more; it kills quicker so you buy less.

The announcement that the American public schools are about to make a drive against bad English, we hope will not be interpreted by our English friends as an anti-English movement.

Redway is not headway.

Most oil stock is of the humbug species that stings.

Those dollar-a-year men seem to have been expensive.

Now if we could only make the bootleggers pay a water tax.

No matter what you may say bad about the modern girl, she is not effeminate.

A western paper says Herrin is a sick community. Why not, is it not Herrin, Ill.?

The apartments are becoming so small that after while all the room the tenants will have will be room for complaint.

We suggest a compromise on the present emigration law that we proceed to trade politicians for hard working foreigners.

Hereafter the orchestras of the trans-Atlantic liners will play "Coming through the Rye," as they pass through the liquor fleet off Sandy Hook.

Oh! Hell!!

HELL was to pay in Hades.

The Chief of the Apostate Angels had called a convention of the Council of Imps of Beelzebub and they had arrived in incomprehensible numbers, one from every Heavenly Body in the Universe, in which there existed prospective fuel for the fires of Hell.

These Imps of Beelzebub were "The Go-Getters" of the organization; each a Master Devil in himself, but all subject to the absolute authority of old Mephistopheles.

Business in Hell had been getting duller and duller of late. The Prince of Darkness had planned to have an extra portion of torment served to each inmate during the convention, with the thought that the cries of trillions of souls in agony would lend music to the occasion, but torture as he would, with all his Devilish cunning and invention, he could not get a howl to satisfy him, because the older souls were so hardened to the torture, he could not give them an additional thrill and the newcomers were so few in number, as not to be consequential. Therefore, all the music which was available, was the old, worn, weak, monotonous moan of trillions of souls, who though suffering the torments of the damned, were more or less resigned to their fate.

What the Prince of Darkness craved for himself was thrills. To him there was nothing like the Hellish tormenting of a soul. To him the despair-

ing cry of the damned was as sweet as the squeal of the loser to the gambler's ear. But he must have more and more. It was like unto whiskey to a drunkard; he craved more and more each day.

The Chief Enemy and Tempter of Mankind was seated upon his throne of priceless jewels, immediately surrounded by his Cabinet, consisting of his Secretary of Statistics, whose duty it was to furnish his Satanic Majesty with facts and figures on any subject, to accomplish which the Secretary had access to a "Kardex," in charge of six hundred trillion clerks, containing cards which it is impossible to enumerate in human numerals; his Secretary of Home, who had direct charge of the light, heat, power and reception, as well as the torturing of all arrivals and all other matters pertaining to the immediate home business of Hell; his Secretary of Worlds, who bore the same relation to the various Worlds of the Universe as does our own puny Secretary of State to the various countries of the Earth; his Secretary of Efficiency, whose duties were to see to it that all Devils, guilty of treason or lacking in proper loyalty, were duly punished.

In this respect it should be remembered that capital punishment is against the laws of Hell, death being considered too mild.

The Master Devils from the Planets sat in a semicircle around the base of the throne, much after the fashion of an orchestra, as the Planets were preferred territory and a Master Devil of a Planet was a power in the realm of the Prince and Ruler of the Kingdom of Evil.

In spite of the enormous size of the hall, a pin could be heard to drop when the Arch Enemy of God, from his reclining position, started to address the assemblage, for the mighty King of all Devils honored no one by standing when he addressed them. With one majestic wave of his hand, he commenced:

You damned Devils:

Every evil one of you enjoys the liberty of being outside of the eternal fires of this all-powerful and mighty Hell, because you have convinced me that it would be to my advantage to grant you that privilege. Each and every one of you promised that, in return for your liberty, you would bring to my brimstone and sulphur, more souls to writhe and beg and shriek and thus make for my ears the only music I consider beautiful and the only music which I shall permit within my realm.

This is the seventh millionth year that I have occupied this throne and from the time I was crowned until some trifle over two thousand years back, business kept gradually increasing. But of late the falling-off has been so marked, that we must ascertain the cause and effect a remedy, or every Devil of you failing me shall go back to his eternal punishment.

The most gloomy reports come from the Planet Earth and the Secretary of Statistics, with the aid of the Secretary of Worlds, will now interrogate the Master Devil assigned to damn the souls on Earth.

Folks are no longer satisfied with their homes and the real home is rapidly becoming obsolete and as a happy home was the greatest barrier to Devilish work, this ought to make the future work easier. I am rapidly destroying all womanly modesty, and as a result the women appear as near naked as they dare on every occasion. I have placed a lot of our Imps in the Church and then set the devout protesting against the heretical preachings of our ministerial Imps, so that religions are tottering. I have had so-called reform laws passed, which even the most self-respecting citizens refuse to observe and this has set up an opposition to all laws. I have caused the best citizens in each community to form themselves into Law Enforcement Leagues and as such condemn and criticize the legally constituted law enforcement officers, thus greatly handicapping the legally constituted authorities in their efforts to enforce the law.

I have tried to plant the seeds of Communism and Socialism, but the failure of this policy in Russia has given me but little hope of succeeding in bringing about a World's Soviet, but I do hope by surreptitious methods and practicing that shrewdness and slyness, so well-taught by your Satanic Majesty, to overthrow every government, until the peoples on Earth will be so sick of revolution they will readily accept one of our Disciples as the ruler of the World.

My latest move has been to propagate race hatred. Laws have been passed in the United

States prohibiting entry of the yellow race and I have some of my smartest Devils at the present time organizing a society which has for its purpose the teaching of the hatred of all Catholics, Jews and Negroes, by white Protestants. The two great political parties are suffering from disruption; anarchy has gotten hold of one branch of Labor and, taking it all in all, your humble Master Devil from Earth opines that he is much mistaken if, in a very short time, he will not have a good sized little Hell of his own on Earth.

Secretary of Worlds: That is all right, so far as it goes. But we have planned before and failed and we have mostly failed because we have been too certain of our success. We must not fail in this case by overconfidence. We must look to every possible cause of defeat. What in your opinion, worthy Master Devil from Earth, can defeat our plans?

Master Devil from Earth: Nothing but love and the resulting peace. Love and love alone will create peace. Leagues of Nations will cause War; that's why I suggested the thought. But if some one, like unto Christ, should arise to renew the teachings of Christ and demonstrate that the human race can only be saved from Hell by love and peace, then so far as my territory is concerned, I shall hand in my resignation.

His Satanic Majesty (looking concerned): Is there anything to indicate the uprising of such a person?

Master Devil from Earth: I don't know. Somehow it is easy enough to temporarily lead

my people off the right track, but they seem to have a sort of an instinct that they are going wrong when they get too far. Then back they go to their righteous ways, and business in Hell immediately gets on the blink. I was doing very well there for a time, with "Billy" Sunday making a monkey out of religion, but folks got wise and turned "Billy" down.

However, this universal hatred of man has great promises and mark me, nothing will defeat it but the Universal Brotherhood of Man and Earth is certainly shy on Brotherhood of Man organizers at the present time. Of course, we always have our overzealous servants to fear most. It is possible that some of my Imps may push this hatred program too rapidly and too openly and cause a reversal, just as on that part of Earth known as Russia, today the very people who were the first to renounce God and follow the Soviet leaders, are returning to their God, because my Imps who were directing the Soviet movement, lost their heads and went too fast.

His Satanic Majesty: Enough! The Master Devil from Earth will tarry with us no longer. Every moment counts. It is no time for him to be out of immediate touch with his territory and his Imps located therein. He will depart at once, taking with him the best wishes of his Master and the Cabinet.

The Council will adjourn for two years, to partake of a Damnation Cocktail and upon re-assembling, we shall hear from the Master Devil from Mars.

Santa Claus

SEVERAL readers of The LINE have requested that I print in The LINE, information as to the origination of Santa Claus and the reason for Santa Claus being injected into our Christmas spirit.

Whether they really wanted me to publish this information or thought they were going to make a request with which I could not comply, I do not know, but if there is anyone who thinks the Near Editor of The LINE is not fully fortified with a bureau of information, which will compare favorably with the best bureau of information of any paid subscription publication in the World, he had better visit us and look over that department of our business which is now known as the "Department of Records."

Suppose I just give you a brief description of the Department of Records, because it has been changed somewhat since I described the Houghton Library some few years back.

Our business is one of tremendous detail. This is due not only to the numerous articles which we manufacture and sell, but also to the numerous uses to which these various articles can be put and to the large amount of technical knowledge necessary pertaining to their manufacture and use; to the very wide territory which our sales department covers; to the numerous distributing agencies and individual salesmen

who cover this area, and to the continual research work conducted.

It was not so many years back when each member of our Research Staff bought or borrowed such technical books as he individually needed in his particular work and kept them under his individual supervision. Many times another member of the Research Staff would either be ignorant of the existence of such books, or the fact that anyone connected with our Company either owned or could borrow such books, and yet these same books would have been very valuable to this other member had he known they were available to his use.

The same way with periodicals. Each man in each department would subscribe to such periodicals as he thought he needed and the men in the other departments didn't know what periodicals were coming into the place and even those who subscribed to the periodicals would read them or not, just as they would have time or opportunity, and as a consequence, a great many articles of interest to our business were never called to our attention.

But the greatest difficulty which we seemed to have was to get those trade catalogs, used by the purchasing department, into some sort of a classified condition, so that ready reference to them would be possible. So one day some long-headed executive, connected with our establishment, concluded that we should engage the services of a professional librarian, one who had had experience in a public library and see if we

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rendering an important service to manufacturers in practically every line of manufacture. Mr. Louis E. Murphy, Vice-President, Philadelphia, U. S. A., represented our Company at the Exposition.

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During the entire 59 years of the existance of the Company, it has supported the Houghton Research Staff, which has earned for itself the reputation of being a World's authority upon the particular subjects in which it specializes.

The Houghton Products are best described as products made best for the particular use for which they are recommended. "Especially prepared products for special uses," is a term which is frequently applied to Houghton Products.

The Houghton Research Staff is daily solving problems for industrial plants, and may be, you have a problem in which we can assist you—*write us.*

E. F. Houghton & Co.

See inside back cover for addresses

could build up some sort of a library which would be an economy.

I really don't know with whom the thought originated, but I am inclined to believe that it came from Mr. L. E. Murphy, our Vice President and that the original idea was to help the Research Staff.

Well, we no sooner got a real library in the place than we commenced to realize what a convenience a real library could be and in less time than it requires for me to narrate, we had a library where you could obtain almost any information you desired on a moment's notice; a library where the periodicals were read and whensoever an article appeared in a periodical which was of interest to our particular business, the person or persons whose attention should be called to such articles, were furnished with information concerning the same.

Literature pertaining to our competitors' goods was duly filed, instead of being read and thrown in the waste-basket and all of our own literature was indexed and cross-indexed, so that in less than three minutes, I can be informed as to whether I ever wrote an article under a certain title, or concerning a certain subject, and if so, when and how that article was published.

So excellent were the results from the Library, that we gradually extended the Librarian's supervision over all of our filing and indexing; or in other words, over all of our records, and the title of the Houghton Library was changed to the

Houghton Department of Records, so that today, if you desire a piece of correspondence; the title of the principal technical work on the manufacture of steel; the records of the Houghton Research Staff pertaining to combination tannage of leather; if you are in Philadelphia and desire to know what time you can leave Chicago for Peoria and return to Chicago, or if you want the "Who's Who" record of any man (American or British), it ought not to take you ten minutes to obtain the information from this Department.

So when I asked the Department of Records for information regarding Santa Claus, they furnished me, duly marked, a copy of the "Encyclopædia Britannica," "Dictionary of Phrase and Fable," by Brewer, "The Reader's Handbook," by Brewer and a list of a few phrases from other sources.

But from all of these I find there seems to be no definite information as to why Santa Claus is a part of our Christmas festival, but I learn that "Santa Claus" is the Dutch name for St. Nicholas and that St. Nicholas is the patron saint of boys, so that Santa Claus undoubtedly came to us from the Dutch, and inasmuch as our toys also originally came to us from the Dutch, and as in Flanders and Holland, the children were accustomed to put out their shoe or stocking on Christmas Eve, in the confidence that Santa Claus, or Knecht Clobes (as they called him), would put in, during the night, some sort of a prize for good conduct, it is reasonable to suppose that this is an explanation as to how Santa Claus

got into our American Christmas, though it is not a definition as to how it originated in Holland.

The Dutch also called Santa Claus "Kriss Kringle."

There is quite a biography of St. Nicholas, which is purely legendary, in the "Encyclopædia Britannica," but inasmuch as all of The LINE readers either have the "Encyclopædia Britannica" at home, or access to it in their libraries, I do not think it is essential to the answering of the inquiry, that I should reproduce any part of the "Britannica" article, but I would like to say, while the thought is in my mind, that Santa Claus merely demonstrates how a very innocent habit can be carried to a point of abuse.

The Dutch are probably the most thrifty, economical, common sense people in the World and the object, intention and effect of their Santa Claus were to impress upon the young mind, that virtue would be rewarded in a rather mysterious, unknown way, but in America today the effect of Santa Claus on the young mind, is to cause it to believe that you can get something for nothing, and I don't hesitate to say that the thought that it is possible to get something for nothing, is at the root of many of our social evils.

The average first class college will pay the Greek professor $3000 per year and the football coach about $12,000, but who ever heard of 40,000 people assembling and cheering a Greek class?

The Sins of the Righteous

I WAS very much impressed, when a woman of national prominence and importance—one of the foremost leaders in the Prohibition movement—gave out an interview, in which she roundly condemned the verdict of Judge Caverly of Chicago, in sentencing the youths.

In her many statements, this same woman—a good woman, with good intent—has frequently stated that Prohibition was the law and all good citizens should bow to the law and give their moral support to the law, whether they were in favor of the law or not.

Judge Caverly's decision was the law, whether or not you, or the woman in question, or I agree with him, for there is no one who questions the legality of the decision, and it is just as much the duty of every good citizen to give his moral support to Judge Caverly's decision, as it is to the decision of those who made Prohibition the law.

But of course, our good woman cannot see it that way, any more than the millions who are opposed to the Prohibition law can see things her way pertaining to Prohibition.

All of which proves nothing as to the righteousness of either Prohibition or Judge Caverly's decision, but it does prove that, no matter how righteous or evil our intentions, we are all human beings and subject to human

influences and our government is one of human beings and always will be and so are all other governments.

It proves that loyalty to law, which is one form of patriotism, is largely in proportion to our ideas of the justness of the law.

To publicly denounce Judge Caverly's decision was as grievously unpatriotic as to bootleg. In my opinion it was worse, admitting that both are unpatriotic.

In Russia we have what was aimed to be the ideal government, resulting in the most oppressive known to modern civilization. The citizens of Russia have but a fraction of the liberty which those of the British Empire and the United States possess. And this is because government is and always will be in the hands of human beings.

For this reason we should have a care about favoring the creation of any law, upon the merits of which there shall be a substantial difference in public opinion.

It makes no difference how humane, how just, how meritorious a just law may be, it should not become a law unless a most substantial majority of the whole is in sympathy with the law.

If we, perchance, are too depraved to realize the justness of a law, then if we, the people who are to be governed by the law, do not realize

that justness, the law should not be enacted until we do realize its merits.

To do otherwise is merely to breed unlawfulness and anarchy.

My woman example is just as much of an anarchist by her denouncement of Judge Caverly, as is the "Red" who denounces the actions of the district attorney in enforcing any of our well-recognized laws, which are contrary to the "Red" ritual.

To be right is one thing, but there are few who are capable of comprehending that righteousness may be out of place.

Observance of law and order is all-important to the prosperity of a country and the happiness of its citizens, but we should not lose sight of the fact that our ideas of law and order are apt to be law and order as we see it.

A representative of a law enforcement league in a prominent American city, recently denounced the United States District Attorney for that district. In doing so he violated the spirit of law and order more than all of the law violators which his law enforcement league might prosecute in all time, for nothing gives so much encouragement to violation of the law as public criticism of those whose duty it is to enforce the law. The arguments in favor of anarchy are not so much based upon virtues claimed for anarchy, as upon alleged deficiencies of our present system.

The fact that the officers of the law enforcement league did not immediately demand the resignation of the official who publicly denounced the United States District Attorney, is evidence that they have less conception of what constitutes law and order than the commonest bootlegger, for the bootlegger at least realizes he is violating the law, while the members of the league are actually violating the spirit of all law and order under the impression that they are helping in its enforcement.

I remember some forty-five years ago, landing in the town of Abilene, Texas. It was just being hatched. Almost all of the buildings were canvas and those which had wooden walls had canvas roofs. There were no duly authorized law enforcement officers, so they did what was then common in frontier towns for the protection of their citizens—they formed a vigilant committee, which was merely a law enforcement league.

I remember after leaving the town, keeping up correspondence with some of the settlers, who became permanent and I remember also how they boasted when they were able to do away with their volunteer law enforcement league and have the law enforced by the duly authorized legal authorities. In fact, that was the ambition of every frontier town and is today all over the World. The citizens of all towns who, for their own protection, have, in the early settlement of their communities, been compelled to recognize a volunteer law enforcement body, have always

been ashamed of the fact and have always looked upon the fact as an evidence of lack of civilization, and the one constant effort of the best citizens of all such towns has been to get rid of their volunteer law enforcement body as soon as possible.

Today in communities where every possible advantage is on hand for the purpose of enforcing the law, some of our best citizens, with the most virtuous thoughts, are members of law enforcement leagues, little dreaming that their league is a disgrace to the community in which they reside and a species of lawlessness in itself.

Lawless bodies will always drift to lawlessness no matter how lawful their intent. It is rarely that these later day law enforcement leagues continue to work in harmony with the duly authorized officers of the law. Woe be to the officer of the law who considers it his conscientious duty to do other than that which has the approval of the local law enforcement league. Just so soon as a difference occurs, then some chap, with a lick-spittle mind, craving notoriety and deceiving himself into believing that he is a special emissary of all that is good, takes the first opportunity to denounce the law officers.

I will venture this one opinion and that is, we will never have reasonable law and order until we find some way to prevent the public utterances of such tissue paper brains.

All of which in turn proves the sins of the righteous.

Off the President's Bat

EVERY once and so often some one asks me, "If you had your life to live over, would you alter it any?"

How do I know?

How can anyone know?

That is like asking a fellow, "If you had a brother, would he like cheese?"

I certainly am not satisfied with what I am, if that is what my interrogators want to ascertain, and I don't think much of the fellow who is satisfied with himself.

I am perfectly contented with the wealth I have accumulated and of course I am not a rich man as rich men are counted in these days. I certainly have not the slightest regret that I have not made more money.

But I certainly do regret that I have not done more good in this World, for I believe we all are placed here with the one principal object of doing the most good possible and as I look back I can see many instances where I believe I might have done more good.

I often feel the want of what I suppose is known as "a higher education," because I so frequently am almost desperate for the want of the proper language with which to give expression to my thoughts, but when I look around me and

see so many who possess that higher education, who are not capable of thinking, I am inclined to wonder, if I possessed the education, would I also possess the power to think?

I am not 100% in accord with those who believe that our early hardships are largely accountable for our successes. Hardships carried to an extreme, particularly hardships which are the result of injustice, are very apt to discourage and make one bitter and discouragement and bitterness never yet aided success.

I sometimes think that I have played too much, but when I look around me and find those who have not played at all, I find that they have never accomplished much.

I have never considered that bigness is indicative of success in business. I never had the slightest desire to be the head of a big business. It is the usefulness of a business to society which measures its success, in my opinion and not its bigness, although a business that is both useful and big is of course the ideal.

Bigness in business, which is the result of scheming, connivance, combination and conspiracy, for the purpose of forcing from the public an unfair profit, is something of which to be ashamed and not something of which to to be proud.

Fortunately, there is a growing tendency on the part of all business, to make its first object useful service and the time has arrived when

bigness in business can no longer be assured, excepting by rendering useful service, although because the field of useful service in some lines is limited, useful service cannot always assure bigness in business.

My definition of a successful man would be, ONE WHO HAS PERFORMED THE MAXIMUM USEFULNESS TO SOCIETY, WITHIN THE LIMITS OF THE POSSIBILITIES OF HIS FIELD OF ENDEAVOR.

The Prince of Wales certainly represents the thrown.

The common people are those who must buy their oil and pay for it. The elect are those who are presented with their oil by government officials.

We never did have much faith in train robbers reforming. There is "Al" Jennings, for instance, about the time we feel that he is an exception and has really reformed, he goes mixing up in politics.

The wife of one of our colored brethren in the tank house protested to us that her hubby did not give her enough money. "Done I gives yer my pay envelope once ter month?" Exclaimed Johnson. "Yes, but yer never done told me yer got paid once ter week," replied the wife.

Willie Wiseman

HERE is the very latest on the Old Man.

A few months back he addressed a very large and enthusiastic audience, within a few hours' motor ride from Philadelphia.

A prominent member of the association which organized the meeting, had been his boyhood chum, and the wife of this chum attended the Friends' Central School at the same time the Old Man was preparing for his present greatness as Near Editor.

This former chum met the Old Man at the depot and insisted that he should not go to the hotel, but put up all night at his former chum's home.

The Old Man consented, but inquired whether or not the good wife knew he was coming and was duly assured that everything was fixed along those lines, and that the Old Man was expected.

Going from the meeting out to the chum's home, the Old Man again asked, "Are you certain your wife knows I am coming?"

Whereupon his chum replied, "She ought to; we had a two hours' argument about it."

"It isn't the money you make, but that which sticks to your fingers that counts."

By the same token, it isn't the lubricant you feed into the cylinder that does the lubricating; it's the quantity that sticks to the parts to be lubricated.

CYL-TAL possesses the peculiar property of sticking to the hot, wet, metallic interior parts of a steam engine cylinder.

You use less and it lubricates best.

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OHH-15

Continued from page XI

"The fiber formation in chrome leather makes it impossible for the tanner to get the amount of measurement possible with oak tanned leather."

There is only one reason why the fiber formation of a mineral tanned leather won't give the same measurement, and that is because you can't stretch mineral tanned leather like you can vegetable tanned leather, and the reader's common sense will tell him that the very moment you increase the area of a piece of leather, you decrease the amount of fiber to the square inch and deteriorate the belt accordingly.

Oak leather would be far better for belt, if they did not get the measurement which they do.

In giving his reasons why a mineral tanned belt should not be used generally, Mr. Blank states:

"First—The first cost of straight tanned chrome leather belting of comparative merits with oak tanned belting would be so much higher than the oak tanned belting that it could not be considered seriously for any normal drive and very few abnormal drives."

And this statement is brazenly made in spite of the fact that there are probably two

million dollars' worth of VIM Leather Belt alone functioning on normal drives today, every one of the users being satisfied that the belt is worth the higher price which they paid for it.

The reader wants to get this, if he gets anything I say in this Talk and that is, in the introduction of VIM Leather Belt we had to go out and sell VIM Belt first to the men who knew belt—to the men who could teach the members of The Leather Belting Exchange the belt business; to concerns who employed the very best belt talent and who had made power transmission a study; that is, the class of people who are using VIM Leather Belt today.

Furthermore, the reader wants to remember that the very largest leather belts made in recent years (and in order to be specific I want to say from 48" to 60" three-ply), have been mostly made of VIM Leather.

"A chrome belt being more flexible and with a softer surface, will no doubt transmit more power than the oak when first installed, but give the honestly made oak tanned belt time to 'break in' and it will make the chrome belt hustle for power transmitting and length of service honors, at about two-thirds the cost."

In the first place, Mr. Blank refers to an honestly made oak tanned belt, which as I have explained before, "there ain't no such animal."

But if by this statement is meant that any vegetable tanned leather belt will equal VIM Leather Belt, after the vegetable tanned belt has been given an opportunity to be broken in, he makes a statement which is absolutely false and has failed of proof each and every time a legitimate test has been made and I challenge the production of proof of an impartial test which does not confirm this statement of mine.

"*Under good conditions the 'slip' of a properly curried and finished oak tanned belt is taken at about 1 to 3%, but may be much higher when used on crown pulleys.*"

I quote this paragraph not that it is particularly pertinent to the subject, but to show you how those associated with The Leather Belting Exchange differ with the allegations of its Secretary that leather belt slips only 1½%, there being a difference of as high as 100% between a 1½% and a 3% slip. But what is a difference of 100% between members of The Leather Belting Exchange?

"*I do not possess reliable data on the 'slip' of chrome tanned belting, but that it does*

'slip' is evidenced by the information contained in a 'service chart' put out by one of the leading chrome belt manufacturers. I quote from this 'service sheet' the following paragraph:

" 'It is rarely that an oak belt does not slip some. For drives where slippage is an evil and where an oak belt slips, the remedy is a chrome belt that transmits 20% more power under the same conditions. If a chrome belt slips, the best remedy is a wider belt if conditions permit. If conditions do not permit, then the next best remedy is a double belt, if the slipping belt be a single belt'."

As the quotation which Mr. Blank herein uses is taken word for word from "The Care of Leather Belt," which is a chart issued by our Company, excepting that Mr. Blank has substituted the word "chrome" for the words "VIM Leather," it is self-evident that he intended to include VIM among his chrome leather belts and that I am thoroughly within my rights and consistent when I accept his arguments as applying to VIM.

"This article is not written with the intention of 'knocking' the chrome tanned belt. The chrome belt made from straight chrome tanned leather has proved its value for transmission purposes, but because of the diffi-

culties in making straight chrome leather, heavy enough for belting purposes and its high cost, the chrome belt is rather a product of yesterday than of today, while the oak belt with its proven high transmission qualities, its long life under proper care, its high salvage value and its comparatively low first cost, is the belt of tomorrow as well as of today."

It was very good of Mr. Blank to inform us that his article was not intended to knock VIM Belt, because we consider his article the greatest testimonial of VIM Leather Belt quality that we have ever read, otherwise I would not be so foolish as to quote from the article to such an extent as I do in this Talk.

But again does Mr. Blank become careless with the facts.

We find no difficulty in making VIM Leather thick enough for leather belt.

We have in stock today, approximately a half-million dollars' worth of VIM Leather Belt butts, every one of them ace high.

In another part of the article Mr. Blank says that they make oak leather belt of 60 lb. hides and we have to make VIM Leather Belt of 80 to 90 lb. hides.

Well, when I was in the vegetable belt business, I was informed that first quality

leather belting could not be made out of a hide weighing less than 65 lbs.

If the vegetable leather belt industry has advanced to a point where they can make leather belt out of a 60 lb. hide, I should be pleased to know how they do it, because you can't put fiber in a hide by tanning.

I admit that there are a great many people who sell materials which they claim will plump hides and will make leather made from a 60 lb. hide look like leather used to look when it came from a 65 lb. hide, but leather is not like a chorus girl, or a screen artist, it can't travel very far on its looks.

On the other hand, if anyone tries to make a mineral tanned leather belt out of an 80 to 90 lb. hide, he will make a most miserable failure, and that is the main reason why so many imitators of VIM Leather Belt fall down; they haven't the courage—the guts as it were, if you will excuse my seeming vulgarity—to go out and buy the best hides that money will buy; tan the hides by the best process, and then sell the leather at a profit.

They seem to be conscience-stricken; they act as if they had imposed on the belt user so long that they do not expect the belt user to believe them. They seem to

argue that having lost their reputation for veracity, there would be no use of their offering the best belt, for no belt user would believe it was the best belt and therefore they could not possibly obtain the necessary high price.

The minimum weight of the hides from which VIM Belt is made, is 98 lbs. for doubles and 102 lbs. for singles, but we can't use spready hides even of those weights. We must not only have the weights, but we must have the plumpness.

The quality of VIM Leather Belt and the fact that it is worth the money, are as fully demonstrated as any other mechanical fact. One might as well dispute the economics and practicability of electricity.

There are, of course, conditions where VIM Leather Belt should not be used, and as we have repeatedly stated, they are the conditions where excessive slip is desired.

Today, the vegetable tanned leather belt manufacturer is in a quandary as to how to offset the inroads of VIM Leather Belt, and I say VIM Leather Belt because there is not to my knowledge another quality mineral tanned leather belt being vigorously sold.

The larger concerns identified with The Leather Belting Exchange are desperately

knocking VIM Leather Belt, but of late there has been a growing tendency to make an imitation of VIM Leather Belt and to use as a selling argument the claim "Our chrome is the same as Houghton's VIM."

In fact, one ingenious chap, down in Connecticut the other day, stated that his belt was precisely the same as VIM; the leather was tanned in the same tannery and the belt made in the same shop as VIM Leather Belting, a statement which although 100% untrue, was about as true as most of the things the vegetable tanned leather makers are saying about VIM Leather Belting.

At no time and at no place was there ever a fair test conducted by neutral, disinterested parties, which has substantiated one single word which Mr. Blank states derogatory to VIM Leather Belting, for taken as a whole, he admits VIM is the best belt, but he claims that oak leather belt is almost as good and VIM is not worth the price.

The excessive cost of VIM Leather Belt is the last argument that the vegetable leather belting men have to use, for you must remember that originally the vegetable belting men claimed that VIM was inferior in quality. Having to face the fact

of millions of dollars' worth of VIM Leather Belting in service, with thousands of satisfied users, they are driven now to the one argument of cost.

Well, then let's have the truth on cost.

The VIM process, like unto any other mineral process of tannage, is not so costly as the old-fashioned, slow, oak bark tannage, which is the only real oak tannage, and there would not be such a differential in price between VIM and vegetable tanned leather belting if the latter were as represented—oak.

If you buy vegetable tanned leather at 50% off the list and VIM at net list, you pay twice as much for VIM, but you receive 2½ times more leather fiber and leather fiber is the only thing which counts in leather belt cost. The leather belt user is not interested in weight per square foot, which may or may not be made up of fiber, but he is interested in how much fiber he obtains for his money and that is what he receives in VIM Leather Belting.

CHAS. E. CARPENTER,
President.

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JANUARY, 1925

The Lawlessness of the Lawful

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The HOUGHTON LINE

CHARLES E. CARPENTER, NEAR EDITOR

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HEART TO HEART TALK WITH LINE READERS

By the President

I REPRODUCE herewith, in script, the first and the better part of the second chapter, of an article which recently appeared in a technical publication.

"During the concluding years of my nonage I used to receive the monthly issue of a house-organ published by a manufacturer of compounded oils such as are employed in the preservation and softening of leather, cotton, silk and the like. The president of this oil works was the editor and author of the magazine, and beyond doubt he had a talent for the convincing phrase. He could be both witty and eloquent, but to me his eloquent moments were by far the more arresting. A new wool-softener, about to be marketed by his house, would inspire him to paragraphs of almost passionate exaltation. The older products always came in for their share of the incense, too, but it was the new thing, the innovation, the recent masterful discovery that stirred, that aroused him and led him to what seems in memory a worshipful lyricism of expression.

"Striking out resounding chords of praise, he never failed to announce his well-beloved theme—the Research Laboratory. This laboratory, his laboratory, was a fountain of ceaseless wonders. It was a Fortunatus' horn of splendid achievement. Being a student then, and saturated with the romantic aspects of the chemical arts, my imagination conceived it as a place of unlimited facilities, a succession of experimental chambers agleam with countless flasks and beakers, shelves of reagents, fascinating closets housing platinum ware, calorimeters, refractometers, spectroscopes, the apparatus of cryoscopy, and inhabited by a score or more of grave and marvelous chemists, each endowed with the experimental skill of a Cavendish.

"I had read, of course, of Adolf Baeyer's extraordinary work on the constitution and synthesis of indigo—twelve or fifteen years of uninterrupted striving. To me there was something thrillingly romantic in such magnificent patience. Now the oil manufacturer, by the power of his eloquent word, gave me new heroes, although nameless. They were the grave, anonymous geniuses laboring in his Research Laboratories, whence came the new softeners for leather and silk.

"Five or six years later, being out of employment, my thoughts turned once more to those laboratories. My earlier vision was re-

established, albeit a bit tempered by my intervening experiences. Nevertheless, it was with a distinct sense of personal insufficiency that I wrote the oil manufacturer suggesting that one of my talents might be useful to him. I really expected no reply. But a letter came; moreover, it granted an interview.

"A few days later I entered the oil gentleman's offices. They were sufficiently impressive. Ranks of stenographers sat imprisoned behind wedged desks like wasps in their separate cells. After a decent interval of waiting a boy conducted me to the private office of the Works Manager. He, a snappish man, inquired of my experience. Although I deemed myself hopelessly wanting, I was vain enough to make a show of what practical work I had done. The Works Manager listened. Then, abruptly, he told me there was an opening in the Research Laboratories. Hardly had this startling news been spoken when he continued with the almost fabulous statement that the company was dissatisfied with its laboratory chief! Did I believe myself competent to take charge?

"What! Take charge of that Olympus of laboratories? Discover myself the superintendent of all those profound magnificos of research? After an instant of voiceless astonishment I was able to say yes. I had committed myself to a desperate undertaking, but

the bridge was in flames; there was no retreat. Vaguely I heard the practical words this Works Manager was speaking.

"'The President,' he said, 'is determined to keep down laboratory expenses. The figure you named a moment ago is a little stiff. We'd be willing to let you start, though, at twenty dollars a week . . .'

"Twenty dollars—it did not matter! The hard fact of this very modest wage was somehow engauded, multiplied, by the grandeur of the opportunity. At the moment I achieved no active sense of the incongruous. Would I, the Works Manager inquired, like first to inspect the laboratories? I followed him through a metal fire-door and we were at once in an atmosphere of vaporized oils. It proceeded from a submerged iron tank, bubbling with an unpleasant mixture of wool-grease and rosin. Near the iron railing about the tank was another door. Here, he said, were the laboratories.

"The plural word was justly used. There were two rooms. One of them was about twice the size of a Pullman smoking compartment. The other, the greater, was three or four times as large. In the latter were two young men, neither of voting age. At the sink a very oily boy, a boy extremely inuncted, stood washing out a beaker. As he worked his greasy hair

fell into his eyes. Nearby one of the young men was engaged upon what seemed to be, considering the apparatus at his disposal, an inevitably futile effort at a saponification value. The other youth, over a sandbath improvised from a pie-plate, was taking the flash-point of an oil. And the shelves of reagents, the gleaming flasks and beakers, the mysterious closets crammed with seductive apparatus? They had no more existence than marital fidelity in a tom cat! That is to say, they had no existence at all; their state of being was imaginary, artistic—a product of the manufacturer's lyrical imagination.

"This, indeed, was a devastating discovery, but being out of employment, I took charge of the Research Laboratories. Shortly afterward I was called to the private office of that eloquent man, the president. There I was commissioned to solve a pressing problem. In the works they were making, he explained, certain sulphonated oils for the leather trade. Expensive fish oils were being used in the process. 'Now what I want,' he said, 'is to sulphonate mineral oil. Petroleum. It's cheaper!'

"Brashly assured, suddenly confident, I told that poetic man that he entertained an impossible hope. With a great display of learning, I revealed to him the unhappy truth that mineral oil is not attacked by sulphuric

acid, and that therefore it cannot be sulphonated. He vouchsafed me a gaze of profound disapproval.

"'Did you ever read,' he inquired, 'an essay by Elbert Hubbard called, 'A Message to Garcia'?'

"Although I had made shift to sweat through a bit of inspirational reading, I was ignorant of this classic.

"'Well,' he admonished, with deepening disapproval, 'you read it. I don't say it's easy to sulphonate a mineral oil. But I say it can be done. Look at Edison! What you have to do, young man, is carry a message to Garcia. That's your task. You go back to the Research Laboratories and do it!'

"I was flabbergasted and at the same time obscurely indignant. To me it seemed unfair that the information I had so patiently acquired after years of toilsome application should be so airily brushed aside by poetic ignorance. But meanwhile, the man's supreme confidence made me uncertain. He was so immeasurably assured. Voila, I return to the Research Laboratories and the experiments.

"I discovered that there were only four whole beakers in the equipment. Presumably the messenger had to have some means of

reaching Garcia. I requisitioned a dozen. The requisition was refused. The president himself instructed me upon the topic of laboratory expense.

"'Goodyear,' he said, 'learned how to vulcanize rubber in a tea-cup. Then what do you need with all that stuff?'

"I was, perhaps, lacking in that heroic spirit which declines to credit the impossibility of anything. For me the force of attraction between any two bodies was still inversely as the square of the distance, despite the poet's injunction to believe otherwise. By my hand the sulphonation of mineral oil was not, alas, to be. At the end of a few weeks I resigned from the Research Laboratories, leaving behind me, through no fault of mine, two beakers where there were originally four.

II

"The experience, however, if disillusioning, was useful. It was the first dramatic knowledge that had come to me of the status of the American successors to the Boyles, the Priestleys, the Scheeles. My further experience, if never so extravagant, was not dissimilar to that first. Out of disillusionment I came to the understanding that the number of grave chemists in America, elaborating their discoveries with the magnificent patience

of a Baeyer, ran in direct proportion to the number of employers possessing a culture sufficient to comprehend such men and such work. In other words, I found that they scarcely existed at all. This, my painful discovery, I now hand on belatedly to all patriots. The fact, however, remains unchanged: in the industries of this great and opulent democracy the research chemist is still conspicuously without honor. His importance, in the eyes of the average manufacturer, is yet below that of the most mediocre drummer in the sales department. And more often than not this obscure fellow, who receives less money than the drummer and much less honor, is not actually a chemist at all. Only too frequently he knows nothing whatever of the fundamentals of his art and science. He has been reared in a certain laboratory to do one thing—usually some sort of tedious and futile testing of materials. He does that—and nothing more. He is not a scientist at all; he is a mere technician, a workman.

"Hundreds of such pathetic incompetents, with a natural disinclination for trench warfare, served during the late war of liberation in the Chemical Warfare Service, the most astounding goulash of chemists, savory and unsavory, ever assembled in one stew. I do not say that that Service, with its gargantuan personnel, its fabulous laboratories, its un-

paralleled confusion, its reduction of scientific research to the goose step, accomplished absolutely nothing. Far from it! I myself, in fact, was a witness to one accomplishment. It happened on an evening when I attended a local chapter of the American Chemical Society. An Arrhenius in olive drab, wearing spurs, lectured on the manufacture of poison gases. He passed around a bottle containing a milligram or so of mustard gas. The bottle was cunningly arranged so that one could get an innocuous whiff of the vapor. I took that whiff with a peculiarly luxurious, yes, Lucullan satisfaction. That single atom of poisonous stench probably cost the people of this great democracy no less than a million dollars!

"In theory, a chemist is a professional man, practicing one of the learned professions. Theoretically, his dignity should be no less than that of an engineer, a physician or even an attorney-and-counsellor-at-law. I do not go so far as to suggest for him all the august dignity of a justice on the bench. But I do say that the amount of academic and practical training necessary for the production of a first-class chemist is no less than that required to make a competent doctor of medicine. But now compare the chemists of the Republic with a body of medicos!"

Now it so happens that the author of this article was at one time on the Houghton

pay roll and did work in the Houghton laboratories, and I share the general belief that I personally am that terrible employer whom he has used as a basis for his exaggerations and hallucinations.

There can be no doubt but what the author of the article here quoted, made himself known when on the Houghton pay roll, even though, as he truly says, it required no Sandow to carry his pay envelope from the paymaster's desk. It came about this way.

We invited all of our employees to attend our annual stockholders' meeting and arranged to give them an entertainment and supper afterwards. The entertainment committee was inclined to engage professional talent, but our author from the laboratory, assured them that he was not only the best little chemist who ever chemed, but that he also had Enrico Caruso faded to a finish when it came to vocalizing. So the entertainment committee put him on. If when it came his turn at the entertainment, he sang, no one ever heard him. He mumbled a few words and then quit like an automobile engine out of gas. So thereafter he was known around our place as "Caruso."

As is well known, the originator of the Houghton Research Staff in 1865 was Dr. Charles Houghton. I think he was succeeded for about a year or so, by one of those fellows of the type of "Caruso." At any rate, he claimed to have invented a process of saponifying petroleum in our time, but claimed that he had completed the invention before coming with us. The old folks in charge of the business in those days, were undoubtedly what "Caruso" refers to when he states, "*employers possessing a culture sufficient to comprehend such men and such work.*" For they bought the patents. Petroleum never has been saponified and probably never will be, and the Company not only lost what they paid for the patents, but also the money and prestige employed in attempting to market products made according to them.

Times do change, nowadays. In these days we don't refer to folks who are deceived by the "bull" of alleged scientists, as "*possessing a culture,*" but as suckers and angels.

This "bull artist," who patented the process for the saponification of petroleum, taught us a lesson, however, and as a result the Houghton Research Staff has not been cursed with a "bull artist" as its chief since.

Continued on page XIV

Soap is a Lubricant Only as Long as It Contains Water.

PUT a piece of soap in the oven and dry it out; the residue is a friction aggravator instead of a friction reducer.

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REG. U. S. PAT. OFF.

JANUARY, 1925

VOLUME XXXII NUMBER VI

Line Logic

The wrong half of the voters always vote.

It is the highball more than football that is interfering with college studies.

The Kaiser has never yet had that Christmas dinner in Paris. I guess he would now willingly compromise on having one in Berlin.

HARD LUCK! For one to spend one's last dollar for a room in which to commit suicide by inhaling gas and then discover that it only has electric lights.

We can't see the justice in arresting those who issue bogus medical diplomas and fraudulent prescriptions for whiskey and in permitting those who issue "bunk" prescriptions to help the wheat farmer, to go free.

Even the Puritans did not wear masks.

If you would have your dreams come true you must wake up.

Mufflers should be worn with loud overcoats.

WHY HISTORY IS HARD. We have had a stone age; a bronze age; an iron age and now we are living in a hard-boiled age.

In some towns it is necessary to see the doctor before you obtain booze, in others it is necessary to see him after you obtain it.

If we could only have a secret society which would work without disguise or make-up, and mind its own business, we would like to be considered as a candidate for a charter membership.

The other day in Boston, one man was fined for sounding his horn and another for not sounding it, and they were tried on the same day before the same judge.

A noted European financier stated, "America fiddles while Europe burns." Without admitting the truth of his statement, we suggest that in all decency said European financier ought to have stated who started the fire.

The Lawlessness of the Lawful

I AM of the opinion that the Prohibition situation—if it be a situation—would be best understood if folks had a better understanding of laws generally.

When you talk of law enforcement you will please remember that law enforcement is only possible by the cooperation of the public, and that the public contributes 99% of the law enforcement energy and the police only 1%.

This talk about it being the duty of the police to enforce the law, sounds very pretty and is much advertised, but our laws are purposely arranged so that the police cannot enforce them without the support of public opinion, otherwise we might wake up some fine day and discover that we were under the oppressive rule of a police oligarchy, with some demagogue at its head.

Therefore, when the Mrs. Willebrandt—eminent lawyer though she be—criticises the law enforcement branches of the government, she displays a monumental ignorance of things, for the police are utterly helpless if they are not supported by the public, and furthermore, it is just and proper that it should be so.

Speaking of Assistant United States Attorney General, Mrs. Willebrandt, reminds me that the City of Philadelphia was thrown into quite a furor, when the Forum announced that

at one of its meetings, the speakers would be Mrs. Willebrandt, in charge of enforcement of the liquor laws, and Mr. W. J. Burns, chief of the secret service force of the Department of Justice.

Mr. Burns is an old friend of an old friend of mine and this old friend of mine tendered Mr. Burns a private dinner before the Forum meeting, so I was fortunate in being one of the guests at the dinner, and we all went over to the meeting and sat in a box, and were all dressed up in our glad rags and everything.

The meeting was supposed to be a defense of the Eighteenth Amendment and the Volstead Law. So far as I could learn it resulted in an apology for both. I thought that it did more harm to the enforcement of the liquor laws and gave more encouragement to the bootleggers than any single event of which I knew.

As we left that historic old auditorium—the American Academy of Music—where the meeting was held, accident brought me in contact with another guest at the dinner to Mr. Burns—a man who is strong on Prohibition, a great booster for the Law Enforcement League and all that sort of thing.

As my apartments are only a few blocks from the Academy, I had no car, but my companion insisted upon dropping me off in his car.

We walked about a block from the Academy, and my companion looked around for the officer, whom he found and with whom he had conver-

sation. I would have been ignorant of the subject of the conversation, had not my companion volunteered the information, "I always fix that cop once a week and tonight is pay night."

The facts are that it was contrary to the law to park a car, where my companion's car was parked, longer than a certain time, and he had "fixed" an officer of the law to overlook the fact.

Here was one of our leading citizens, typical of a type which exists in every community, who was bitter in his denouncement of all violators of the Prohibition laws, but who bribed a duly authorized law enforcement officer to permit him to violate the traffic laws, without the slightest thought that in so doing he was a Scofflaw.

Since the memorable meeting, Mr. Burns has gone out of the services of the government, at least under the suspicion of having been a Scofflaw, and Mrs. Willebrandt is still holding on at time of going to press.

Then there is that hue and cry about it being the duty of each and every citizen to obey the law. Theoretically that is a very sound doctrine, but practically it won't work. There would have been no advanced civilization and no United States of America had it always been observed. We have before us the fact that the birth of this country was due to the violation of what folks considered an unreasonable and unjust law; a restriction of their personal liberties.

There are thousands of laws on the statute books, which because of their unpopularity, are ignored. According to the laws of the State of Pennsylvania, no passenger cars of any kind, and not even an automobile operated for pleasure, can move on Sunday. Such laws are considered by the public an oppression and public opinion is against them, so the judges and law enforcement branches of the government ignore them. Every one in the State of Pennsylvania appreciates what the Blue Laws are, and I understand there are somewhat similar conditions in other states.

So suppose we come down to cases.

If the man who buys or drinks liquor illegally is a Scofflaw, then every man who in any way violates the Blue Laws of the State of Pennsylvania, is a Scofflaw. It can't be otherwise. You cannot have a Scofflaw rule for just one law.

Every man who does not use his utmost endeavor to pay 100% of his taxes exactly as the law reads he should, is a Scofflaw.

Every person who has at any time violated the traffic laws, is just as much of a Scofflaw as the man who has violated the liquor law. There can be no debating it.

In many communities there are laws which prohibit the sweeping of the dirt from the house, out into the street. No one pays any attention to them, of course, but yet they are laws and every housewife with the tidiness, cleanliness and hygiene of her household at heart, who

sweeps her sweepings into the street, is more of a Scofflaw than the person who takes a chance of going to his grave by buying a drink from a bootlegger, for as I understand it, it is no violation to buy liquor. The violation is in making, selling and transporting.

The intimation which the Prohibition fanatics make that those who are opposed to the Prohibition laws, are liquor drinkers, or interested in some way in the liquor traffic, is merely one of the many damnable lies which such fanatics are using in their desperate efforts to cover up the terrible conditions which their fanaticism has brought about.

Most of the men with whom I associate, and with whom I come in contact, are men of good common sense and therefore drink either not at all, or very temperately, and yet, almost to a man, they are and always have been opposed, not to temperance, not to the lessening of the liquor evil, not even to Prohibition (if such a thing can be made practical), but to Prohibition laws such as we have, the opposition being based solely on the conditions which such laws have created.

It won't do to claim that putting a law on the statute books makes it a law. No law is a law unless it is supported by public opinion, and no wise person will advocate the passage of any law which is not demanded by public opinion.

The other day the meeting of our Board of Directors was disturbed by the unearthly noise

of a motor truck passing the building, with its cut-out open. This is, of course, against the law. Of course the owner, (liable under the law), is a Scofflaw. I looked out the window and, low and behold, the truck belonged to the president of the Law Enforcement League.

I was motoring from our works into town to luncheon, with some out-of-town guests, the other day, when they called my attention to thick, black rolls of smoke coming from the stack of a prominent plant. This is against the law, just as much as bootlegging is against the law and of course the owner of the mill is a Scofflaw. When I identified the stack with the plant, it occurred to me that the president of that company was a man who had featured the word Scofflaw at a meeting at which he and I were joint speakers.

Tempted by the good luck we were having at fishing, we overstayed our time and were caught on the outside after dark, one day last summer, and in running into the harbor of a New Jersey summer resort, we almost came into collision with a boat which was running without the regulation lights, as prescribed by law. The owner happened to know me and upon meeting me a few days later, he apologized, saying that no one observed the light laws in those waters. It so happened that this same gentleman had previously called me a Scofflaw. Why, I never could understand, excepting that he took exception to my pointing out TRUTH in regard to all laws.

I accepted an invitation to spend a week's end in a New Jersey town, which although possessed of quite a permanent population, is also quite popular as a summer resort. There happened to be visiting my friend, at the same time, a most charming and entertaining dominie, about 40 years of age. He was the sort of chap you call real, and a born leader of men.

It was early in August and the weather had been unusually warm, so the protestant churches of the town had arranged to forego the usual Sunday services and have a combined, outdoor evening service.

Of course we all attended, and our dominie was one of the speakers, and believe me he could speak some. I sat on the stage, directly behind the speaker's stand. His theme was, that the foundation of all religion is good morals and that there could be no such a thing as good morals, without due respect and observation of the laws of the land. Then he flayed the violators of the Volstead Law as Scofflaws and accused them of being responsible for all the ills of society, from mumps to measles.

Sitting on the stage, facing an audience and studying them, was a somewhat new experience to me. Usually when I am on the stage I am contributing to the show.

At first I was much interested in my study of the audience, until the dominie got them all worked up, and then somehow I had a queer feeling that every one was looking straight at me,

for you know I have quite a florid complexion and my nose has an anarchistic hue at times and the torrid temperature did not help matters. I am very certain that had it so happened that I should have so far forgotten myself as to have taken a drink before attending the meeting, I would have been certain that every one in the audience smelled my breath.

I certainly am going to give more consideration to the suggestion which my granddaughter proffers—that I carry a vanity case.

I think I can get one to nicely fit the hip pocket of some of my older trousers and then if it proves a success, I can have the architects plan future trousers accordingly.

Well! After the meeting we all stopped at the drug store and had some soda water. There is, of course, the old Jersey Blue Law against the sale of anything on Sunday, excepting medicines and essentials, and therefore the purchasing of the soda on Sunday was just as much of a violation of the law as the purchase of booze. Here we were, in less than a half hour after denouncing the violators of the laws as Scofflaws, becoming Scofflaws ourselves.

The dominie happened to be from a fashionable suburb of Philadelphia and had to take the train in Philadelphia to reach the town where we were stopping. The Pennsylvania Railroad issues excursion tickets (both way tickets), at one-third off the regular rate, providing the ticket is used within 16 days and providing also

that the ticket is not transferred. To buy, sell, barter, or exchange such tickets, is against the law.

After breakfast, just as I was leaving to catch the train, the dominie said to me, "Mr. Carpenter, would you mind exchanging tickets with me; my ticket expires today and I would like to remain until Wednesday?"

Had I then and there told the dominie that according to what he had told his audience the night before, he was a Scofflaw, I am afraid he would have been just human enough to have taken offense, and he was too nice a chap to have for an enemy. So I conspired with the dominie and became a Co-Scofflaw (I'll bet that's a new one), and I undoubtedly received his blessing for my sin.

All of which goes to prove:

There is so much Scofflaw in the best of us;

That it illy becomes any of us;

To point it out in the rest of us.

Because the liquor Scofflaw does not denounce the other Scofflaws, as the others denounce him, merely proves that the liquor Scofflaw is the better Christian of the two, if I have learned my Bible lessons correctly.

"Oh! But Mr. Carpenter, the liquor law is more important than all these other laws. It has been written into the Constitution of the United States."

Wait a minute! Wait a minute! If you please!

I heard a prominent member of a law enforcement league make a similar statement and it is all wrong.

One would suppose that a prominent member of a law enforcement league would know something about law and its importance, but unfortunately any old crank with one idea of one law, may join a law enforcement league, while the regularly authorized legal enforcement officers must qualify for their jobs.

The modern Law Enforcement League, like unto the Anti-Saloon League, is a fraud on the face of it. The Anti-Saloon League is a Prohibition league sailing under false colors, and the modern Law Enforcement League is concerned in one and only one law.

Surely it is illegal to do business under false pretense and it would seem to me that all members of leagues which have counterfeit titles, are Scofflaws.

But now let's examine into this Constitution stuff.

Rape, murder, kidnaping, arson, forgery, banditry, are, I believe, our major crimes, and I have named them in the order of their vileness, according to my ideas.

Surely every sound minded person will admit that all of these major crimes are preponderantly greater than any violation of the

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Eighteenth Amendment to the Constitution can possibly be. Yet not one of these major crimes is mentioned in the Constitution. In fact, the Constitution does not make one of them a crime. In fact, I doubt if there are statute laws in many states making them crimes. So it would seem that that great and noble document, so revered by all nations, has been insulted, and disgraced, by using it to write into it a minor police law. There can be no other interpretation of the Eighteenth Amendment.

So I got to thinking over this whole affair, after my return to Philadelphia and it put me in a surly mood. I take it for granted that the liquor Scofflaws realize in a manner, that they are violating the law, but they justify themselves in a way, on the ground that the law is unjust, unwise, and should never have been passed and that the only way to have it repealed is to ignore it.

As a matter of fact, I know of no other way to have any unjust law repealed. If my history is correct, that is the method by which all unjust laws have been repealed in the past. So why should the liquor law be picked out as an exception?

But these Scofflaws who violate the traffic, Sunday, and railway laws, seem to be such hardened criminals, that they are not even conscious of the fact that they are violating the law. And that brings us down to the thought, "Which variety of Scofflaw is the most dangerous to society?"

It proves to me, however, that we are all Scofflaws, and therefore, we should have a care about how we rush in and pass laws making acts illegal, which many have considered moral for years.

While in this humor I happened to be fortunate enough to attend a dinner, given at the residence of a very rich, good and learned man. All the others present were men of prominence.

The seductive cocktail and the more stabilizing highball were in evidence, in an anteroom. Naturally the liquor was a subject of conversation. Every one seemed to know and was talking about a great secret, to the effect that our host had laid in sufficient liquor for three generations, before the Prohibition law became effective. I estimated that the investment must have been something like $100,000, and a substantial additional amount for a safety vault, in which to store it. I said to myself, "This is a Hell of a law, which enables the rich man to provide liquor for several generations, and denies the poor man the right to get a decent drink for himself." So somehow I lost my taste and refused all invitations to drink freely and legally.

The next night I dropped in to see a political leader and he invited me to have a highball. I suspected that there was something illegal attached to the liquor somehow, but for some reason I had that desire which I think tempts most folks who drink now but never drank before Prohibition. I just said, "Try me!"

When the great wave of radicalism and communism sweeps over the country, causing its untold injustices and misery, if I am alive, I do hope that I will still be sufficiently strong to "swat" the first Prohibitionist I hear complain, for if there ever has been any one law which has encouraged radicalism, it is the Eighteenth Amendment and its subsequent Volstead regulation law.

When you pass laws giving the rich man the privilege to do a thing which the poor man cannot do, merely because the rich man is rich, then you give to the socialists an unanswerable reason why there should be socialism, and of course, there never could be socialism without a reason.

Those who furnish the cause should never complain of the effect.

It is pretty hard nowadays when one subscribes to a political campaign fund to know to which party principles one is subscribing.

It has been discovered that birds connot see blue. Now if some one will only invent a way by which all crows will wear blue glasses, perhaps the poor farmer may be able to make a living.

They say that politics nowadays are merely a swapping match. All right then! What have you to trade for Pepper? What will you give extra if we throw in Pinchot?

About Radicalism

THERE is more or less surprise expressed at the largeness of the radical vote in the November election, which only goes to show that most people are more or less ignorant of what is going on in their midst.

Personally, I am somewhat surprised and much gratified at the smallness of the radical vote. There can be no denying that a substantial number of those who under ordinary circumstances, would have voted the Democratic or Republican ticket, voted the radical ticket as a protest. Then there was a substantial number of Democrats who considered the Democratic cause lost from the very start, who voted the radical ticket, deceived by the hope held out by the La Follette campaign managers.

But in my opinion the radical vote was tremendously lessened by the fact that the leadership was thoroughly deficient.

La Follette seems to be able to lead the people of his own state and that is about all. However, we must admit in all fairness, that a man is best known for his true character, at home.

In the 1920 election I stated that had a radical ticket been in the field, with the proper leadership, no candicate could possibly have obtained a majority of the electoral college and I am more firmly of that opinion than ever. I do not for a moment concede that the November

election was an indication of the peak of radical thought in the United States, but rather that it was an indication that there has occurred a general reaction against Radicalism of all kinds.

I believe that the pendulum has swung back, not only in the United States, but throughout the World and I believe that I will live to see the government of Russia on a conservative basis.

Although a staunch Republican, I do not share the belief expressed by the partisan press, that this is a Republican victory. The Republican party itself has done nothing to deserve such a victory, even though it may be true that it is not the fault of the party.

The victory was for Coolidge and conservatism, in my opinion.

Coolidge was bigger than his party and the exemplification of conservatism. That's the answer.

There is a cause for every effect and therefore, there is a cause for Radicalism. I should say that the greatest task for the Republican party is to eliminate all such cause. If each Republican Congressman and Senator is going to take the result of the election as a vote of confidence in HIM and his party, woe be it.

This is no time for arrogance. Party regularity has been badly shattered. The New York State vote proves that. The Republican party is now in a position when it must rely on deeds, rather than name, for continued victories.

Governmental ownership of railways has been vetoed, but the railroad question has not been settled. A national policy for fuel and water is imperative. The alleged abuses which exist in industrialism should be sorted out and if unreal, exposed, and if real, remedied.

Above everything we should cease "kidding the farmer," and instead of handing him injurious paternalism, render him real help.

The League of Nations was condemned in no unmistaken language at the polls, but that has not settled our international policies.

The people also gave notice that they would tolerate no further constitutional tinkering and in New York State hundreds of thousands of those who voted for Coolidge, at the same time endorsed the repeal of at least one constitutional amendment, as they did in New Jersey when they reelected Senator Edge, by an overwhelming majority.

But the expression of the minds of the people through the medium of the ballot, does not settle these questions. That is for Congress to settle.

Personally, I am inclined to believe that most of the voters are of about the same opinion as that expressed by my distinguished fellow townsman, Samuel Vauclain, who, when he was before the "Slush Investigating Committee," said: "I think we already have too many laws; I am in favor of having Congress remain at home for four years and letting Coolidge run the country."

I certainly feel much that way myself.

But the lesson we should learn by the election is, that Radicalism is not eradicated and all these other things have not been accomplished, merely because the voice of the people has issued the mandate that it should be so.

The industrial world must also do its part. Somehow the public seems to hold the party in immediate control responsible for the conditions of business, although the truth is that business is usually quite slow to feel the effect of a cause, for the reason that markets are not changed quickly.

About the worst thing that can happen is to have an industrial boom, which will cause labor to be scarce, commodity prices to soar, and labor difficulties and disturbances in general. What is needed is normalcy, and not abnormalcy on either side.

If every time a manufacturer sees that he is probably going to have a temporary demand for his products, greater than his production capacity, he doubles his plant, with the thought that the consumption of his products must necessarily keep pace with his production, we are going to find ourselves in that most deplorable condition of over-production, in a short time.

In other words, to obtain a victory such as was obtained at the polls in November, is like unto one inheriting great wealth; if one does not know how to use it, it may do much more harm than good.

Off the President's Bat

I TAKE it that the goal of life is happiness.

But I am fully convinced that but few know how to reach that goal.

Most folks confuse joy with happiness.

I have long ago satisfied myself that there can be no happiness in this World excepting in what one does for others.

I have witnessed many folks who tried to be happy doing for themselves, but I have never known anyone to make a success.

I have known those who have denied themselves not only comforts, but actual necessities in their younger days, for the purpose of satisfying their own particular idea of happiness in advanced age. They have accumulated considerable of a fortune, but I have never seen one of this class who knew how to apply their fortune so that they could be happy.

I have seen them buy the best of yachts; build the most magnificent of residences; satisfy their ambitions for travel, and even enter public life, but the result of it all has been merely a realization that the happiness for which they had planned was as far away as ever.

As an employer of labor I have passed through that era, when as I passed through our plant, the faces of the majority of our working people indicated opposition, if not downright

hatred. It made me not only unhappy, but thoroughly sick of my job. If it had not been my conscientious thought that it was my duty to hold on and help correct this condition, I would have quit in disgust. I was too anxious to be happy myself, to want to endure any such condition.

I crave the nice things in life as much as any man living, but there is a limit to the price which I am willing to pay for them. There are those who would object to paying too much money for a yacht. I would pay any price which would bring me happiness, but one price that would be too high would be the envy, hatred and opposition of my employees. The most palatial yacht that was ever designed by the brains of man, would be too costly, at such a price.

I believe that I have corrected that condition so far as the Houghton family (as we are in the habit of calling our employees), is concerned. I believe that I have surrounded myself with a happy and contented class of people, who neither envy nor hate me for being the boss. I believe that I am happy. At least I am not conscious of being otherwise. I believe that I am happy because I have tried, to the best of my ability, to make others happy.

Of course, I have made many failures. In fact I have been thoroughly discouraged with the many failures of my own feeble efforts, but I have carried on in spite of the odds, and if I

have not accomplished my ideals, I have at least accomplished something.

I know of many others who have accomplished much more than I, and they are not boasting about it either, or do I want to appear as boasting of what I have done.

I merely want to direct others to the way, not only of their own happiness, but to how it is practical to make for the happiness of the greatest number, believing that happiness and contentment are the real solution of the present world problem.

I don't share the general belief that it is the unequal distribution of wealth, low wages and all that sort of thing, which are the real basis of discontent throughout the World, because I feel that the laboring classes, like unto the employing classes, have come to the realization that all of this is regulated largely by the natural laws of supply and demand, thrift and industry.

I believe that snobbishness is the great cause of discontent. The laboring classes don't mind working for the wage which is regulated by supply and demand, so much as they mind being looked down upon as being inferior, because they happen to be in the class who have to work for wages. If the rich are hated by the poor, it is largely because a small percentage of the rich have usurped a superior position in life and have been veritable snobs in their occupation of that usurped position.

I know of no hatred for those rich men who are "regular fellows." The reputed richest man in the World today is not hated by the working classes. I contend that it is the duty of the "regular fellows" among the rich to condemn the snobs, even more than it is the duty of the laboring classes. Every laboring man wants an opportunity to become rich himself, or failing in that, he wants his children to have the opportunity, but he rebels and rightly so, when he is consigned to a lower class because he is not rich. I have long since come to the conclusion that it is the snobs who are doing the greatest damage today.

Damage not only to society at large, the World over, but to the rich themselves.

It was the snobbery of the so-called upper classes which brought Russia to where it is today, and it will bring every other nation to the same deplorable condition.

The rich generally—that is a great majority of them—have the right idea, but unfortunately the rich as a class and society as a whole, must suffer for the prominent exceptions—the damnable snobs.

So I am against the snobs.

Why worry about a third party? It would merely make those politicians who are infringing upon the trade-marks of the two dominant parties, do business under their right brand.

Willie Wiseman

ONE of Houghton's Distributors, from one of the jerk water districts, came to town the other day and being one of the old-timers on the sales force, immediately cultivated Willie's society.

He asked Willie if Willie would be so kind as to accompany him to a first-class bookstore, so Willie piloted him to Leary's, which is Philadelphia's leading second-hand bookstore, owned and operated by the Hon. Edwin S. Stuart, former Governor of the State of Pennsylvania, as well as former Mayor of the City of Philadelphia.

Willie does not think that the Governor takes an active hand in the store nowadays, but nevertheless everything seems to function all right.

Said Distributor said to the saleslady, "I want a book for a high school boy."

"How about Fielding?" asked the lady.

"If you have something on base running, I think it will do better; he is pretty good on fielding," said the Distributor.

"Has he read 'Freckles'?" Asked the feminine bookseller.

"No! Only those nasty brown ones," said the said Distributor.

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EV7-8

Continued from page XI

The celebrated Dr. Charles Wesley Lyon succeeded said "bull artist," and remained at his post until his death in 1900, when, because we were not satisfied that we had at that time within our own organization a suitable person for the position, I took it temporarily. You will please note that I admit that I was not suitable, but I would rather have served, appreciating my own deficiencies, than to have run the risk of having another "bull artist" officiate.

Of course, when I appointed myself Chief of the Houghton Research Staff, I thoroughly realized that I did not possess even as much chemical knowledge as our friend "Caruso," but I argued that I was a much safer Chief than a man of "Caruso's" type, because I appreciated how little I did know.

But I took considerable solace in the fact that in spite of my ignorance, I might get along for a bit, for Dr. Lyon had been departing more and more from conducting his research work in his own laboratories, and was increasing the amount of research work done in public laboratories and by men of renown, whose services, though expensive, were tremendously more economical in the end, than men of the "Caruso" type.

I felt, in a way, that the chemical knowledge which I did not possess, might be purchased of sterling quality, if we only paid the price. So you see I was willing to pay the price, but I wanted a quality which would correspond to the price.

I had been the Chief of the Research Staff less than a year, when owing to my carelessness, I was the cause of a fire, which put the laboratory out of the running, and made me appreciate more than ever the necessity of getting another head of the Houghton Research Staff, for progressive research work under my management was almost at a standstill.

But my difficulty was that I could obtain plenty of men of the "Caruso" type (whom I considered worse than nothing), who were of the opinion that I should possess the "*culture*" to appreciate them, but who were totally incompetent to comprehend that knowledge of chemistry in itself, is as useless as the possession of a million dollars in gold, on a desert island, and that the chemist must cooperate with the person or persons who are to put the chemist's theories into practice, and that chemical theories are a liability until they are put into practice. Culture! Culture! I am sick and tired of hearing that word, whether it be spelled with a C or a K. In my

opinion "Kultur" is what has put the World on the blink and is responsible for the conditions of today.

So I am proud to admit that "Caruso's" accusation that I am not "Kultured" is 100% true.

Then a thought occurred to me. We had a bright lad in the office of whom I was jealous. I knew that he had his eye on the presidency and I was only vice president in those days and wanted the presidency myself. So I suggested that he study chemistry, while continuing to work in his spare time. He did. We made him Chief of the Research Staff somewhere about 1910 and he has continued in that office ever since. He came to work for our Company not like unto "Caruso," for $20 per week, but for $4 per week, during his summer vacation.

His name is favorably known to the chemical and metallurgical profession throughout two continents; he numbers among his intimate friends the leading practical, chemical and metallurgical men of note of America. He has prepared and read some of the most important papers in his line of research, and was the principal factor in the compilation of the two works published by our Company—"THE HEAT TREATMENT OF STEEL" and "PRACTICAL METALLURGY FOR ENGI-

NEERS," which have been pronounced the leading publications in their line and have been widely adopted as textbooks in many institutions of learning.

This man's name is George W. Pressell, as most of my readers know, and we all know that he is no bluff, and chemists in general know that no bluff will get by George for any length of time.

Mr. Pressell was the Chief of Research Staff at the time "Caruso" was hired and Mr. Pressell has hired every member of the Research Staff ever since he has been Chief. Mr. Pressell also shares Dr. Lyon's opinion about having research work done outside, so far as practical.

I suppose that "Caruso's" idea of the necessary size of a testing laboratory is about the dimensions of the Woolworth Building, and that he wanted to say something nasty when he referred to our laboratories as being twice and four times the size of a Pullman car, respectively. But I think that he exaggerates—unintentionally, of course. Perhaps he has had no experience in traveling in Pullmans, or has them confused with freight cabooses. I have visited the laboratories of the largest of our industries, and I rarely find a room as large as a Pullman.

But then one of "Caruso's" imaginative intelligence, must have room for expansion. "Caruso," however, overlooked one more room, for there are three, which constitute our laboratories, and the one which he overlooked is the largest of the three, and that is the Laboratory of Practice. This is the room where we try, in as nearly a practical manner as possible, to prove up the theory of the chemists, before proving it further in ordinary practice.

In this room we have a casehardening furnace; a quenching outfit; dye kettles; sizing apparatus; leather stuffing machinery, etc. But "Caruso" never liked this room for some reason, and of course he had no business in it, for this is the room reserved for those not possessed of "*Culture*," used for the purpose of proving whether those possessed of "*Culture*" are right or wrong, honest or frauds.

The laboratories over which "Caruso" had charge are the laboratories which he so aptly, but perhaps unintentionally, describes. They are laboratories of test. This means that the chemists do as they are told, or should. Of course "Caruso" did not. He considered himself superior to the routine of orders.

"Caruso" craved for a place "*saturated with the romantic aspects of the chemical arts, ... a succession of experimental chambers agleam with countless flasks and beakers, shelves of reagents, fascinating closets housing platinum ware, calorimeters, refractometers, spectroscopes, the apparatus of cryoscopy, etc.*"

He came with that bee in his bonnet and it was still in when he left, and he evidently has it yet.

The duty of the testing laboratories is to test incoming oils, products in process, or finished, and to report to the Research Department any such other tests as may be necessary.

It is true that at such times as we have not been able to have our research work taken up by outside laboratories, we have been compelled to commandeer one of our laboratory rooms for direct research, but this has not been very frequently, and has been for the most part on problems pertaining to leather.

I do not believe that "Caruso" deliberately lied when he represented that he was formerly in charge of our research laboratories. There is a certain type of people who cannot help imagining that they are what they are not. If you ever get an

opportunity to see that wonderful little comedy—"WHITE COLLARS"—you will see the character to which I refer, portrayed therein. I once engaged a lad as a clerk and asked him to type a few minor orders, and you may imagine my astonishment when our works manager returned one of these typed epistles, which was signed "Assistant to the President." I know men who would rather work for $5000 and have a title printed on their cards, than for $10,000 without the title.

To the best of my knowledge I never had an interview with "Caruso" in my life. He was hired by the works manager, because the testing laboratories were under the works manager, and not under the Research Department, but I most certainly never saw, or discussed, a laboratory expense in all my life.

I surely would not know whether requisitioned laboratory equipment was warranted or not. In other words, "Caruso" accuses me in one paragraph of lacking in culture, and in another of possessing it, for I take it that a chap must possess some degree of that stuff called culture, to know how many thingembobs are needed in a laboratory.

I remember once passing through the laboratory with Mr. Pressell and asking if a certain outlandish odor was essential, and Mr. Pressell replying, "No! But this fellow makes these smells to remind us that it is a laboratory." In other words, "Caruso" would uncork some heathenish chemical, just to make a bluff that he was a real wise guy of a chemist.

I attended a meeting of the Oil Manufacturing Committee on an occasion when "Caruso" was present and when the chairman asked him some simple question, "Caruso" in his reply sounded to me as if he were reciting the U. S. Pharmacopœia word for word. There was no one present who understood him and well he knew it. I opine he wanted to impress the boss with his superiority. He looked daggers when I said to him, "Tell us that in language to which we have been introduced."

Take it from me, that whensoever a professional man in addressing a layman, uses language which the professional man knows full well the layman does not understand, the professional man is bluffing. This may not be a rule without its exceptions, but take it from me the exceptions are few.

The gist of "Caruso's" article is to praise the German chemist and German chemical

research, and to condemn the American chemist and American research. In doing so he again shows his true character of bigotry. Anyone who knows the slightest about research and achievements from research, knows that America leads Germany further than the American athletes lead the Germans in the Olympics. Besides we all know where German "Kultur" led Germany and if we Americans lack that sort of culture, let us all unite in praising God that we have been spared that unfortunate curse.

The condition of which "Caruso" complains is not that the American employer does not possess sufficient culture to appreciate what the "Carusos" are doing, but it is because the American employer possesses too much of that rarest and most valuable of all human qualifications—GOOD COMMON SENSE—to have this chemical dream stuff pulled over on him.

The American employer wants something more for his money than unintelligible words, spoken by a man with long hair, tortoise shell glasses and a bad liver, who loves to dream his time away amidst numerous mysterious looking apparatus; loud smelling chemicals and mystic-shaped bottles. He doesn't want education unless it is accompanied by results. He wants results whether they are accompanied by

education or not. It requires no culture to appreciate results.

It is the Edisons, Westinghouses, Fords and Pressells who have made America, not the "Carusos."

The amount of money, men like the "Carusos," waste in the course of a year, if it could be calculated, would be stupendous, perhaps sufficient to pay a substantial installment of the war debt. But no "Caruso" ever cared a cuss about cost. To think of cost is to be vulgar. Cost should not apply to science any more than it should apply to art. It is not cultured to talk about the cost of the upkeep of a testing laboratory.

If I go into a hotel, and there happens to be just one bedbug in the whole establishment, it is a thousand to one that he will walk up to the register, ascertain the number of my room and start in feeding on me before morning.

I always thought that the one bane of my life was bedbugs until my position as head of the House of Houghton brought me in contact with the "Carusos."

While deceiving themselves into believing that the World is suffering because the employer has not the culture to appreciate

them, they themselves are in reality the cause of retarding advancement, because it is men of their type who make the employer skeptical of the entire profession and do as we did long before "Caruso" was ever with us—seek the public laboratories.

Twenty dollars a week to start with? Our works manager always did have a bad habit of paying too much. I will have to talk to him about this case, for he certainly paid twenty-one dollars too much, when he hired "Caruso."

You have perhaps read in these pages, in other issues, words referring to those competitors who claimed to produce the same products as Houghton, because they had in their employ, Houghton's former chief chemist, wherein I stated that the claim was nonsensically false. Perhaps they referred to "Caruso." If so, the claim was not so false as it was funny.

CHAS. E. CARPENTER,
President.

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